



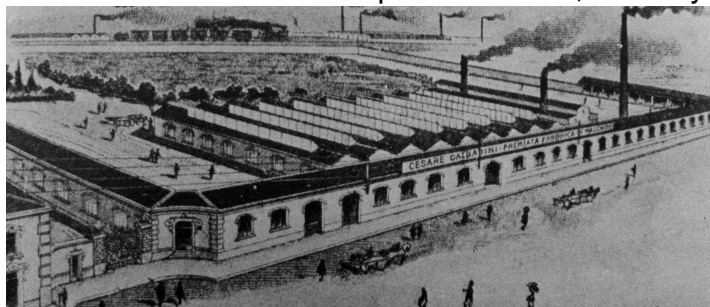
GALLARATE

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

This strategic position used to be clearly identified and distinctive. But nowadays, due to the high development of settlements, for housing, industrial, handcrafted 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.

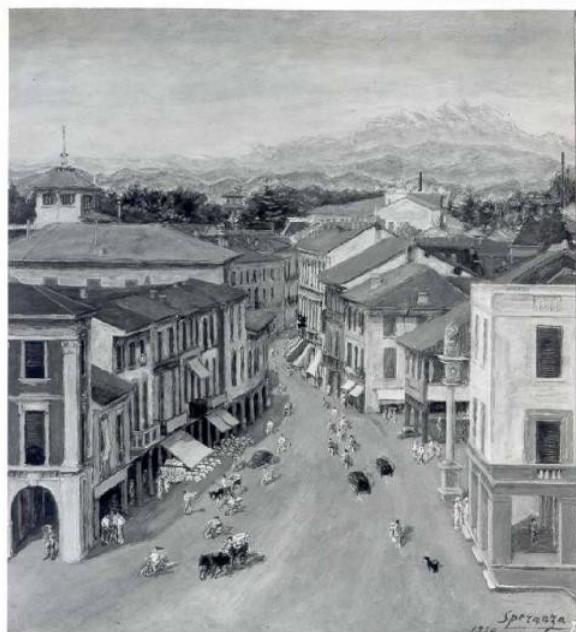


The industrial manufacturing system represented (and somehow still represents) a first market opportunity for the single companies that created satellite chains as well as real supply chains. Behind that, the creation of an industrial district allowed to create job opportunities for the inhabitants of 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.



Skills and job culture that put the foundations for flourishing of hand-crafted and industrial activities as “spin off” of other companies.

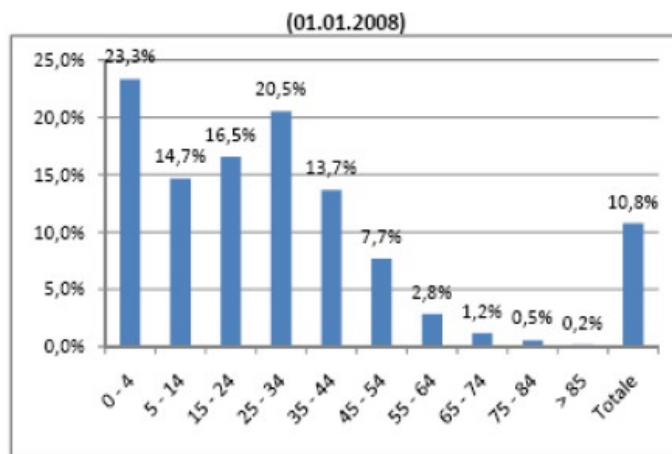
The building up of this enlarged urban area has anyway signified for the single townships, and especially for Gallarate, a risk of identity loss. This risk involves in larger measure the historic center of the town and, consequently, the social and entrepreneurial activities here located. Retail activities 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", above mentioned, 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 Center of Rho Pero. From this point of view it's clear the synergic and 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



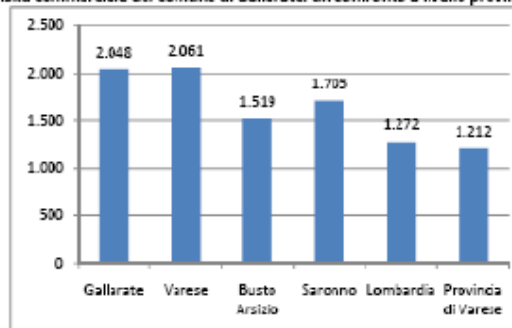
Fonte: elaborazione su dati ISTAT

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). For sure a contribution to this

demographic development has been 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

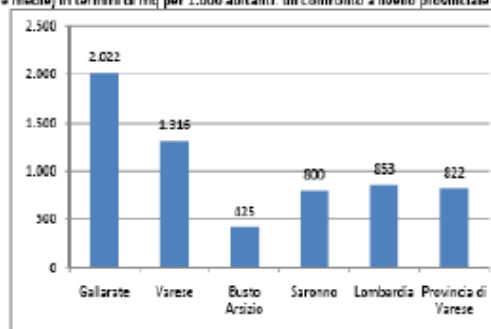


Fonte: elaborazione su dati Osservatorio del Commercio Regione Lombardia 2007

It's quite a relevant offer most of 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 - that means the presence (the supply of sale surface square meters) 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 rather live like a main character and not like 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 promoting 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 after all to raise 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 in the future, 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;



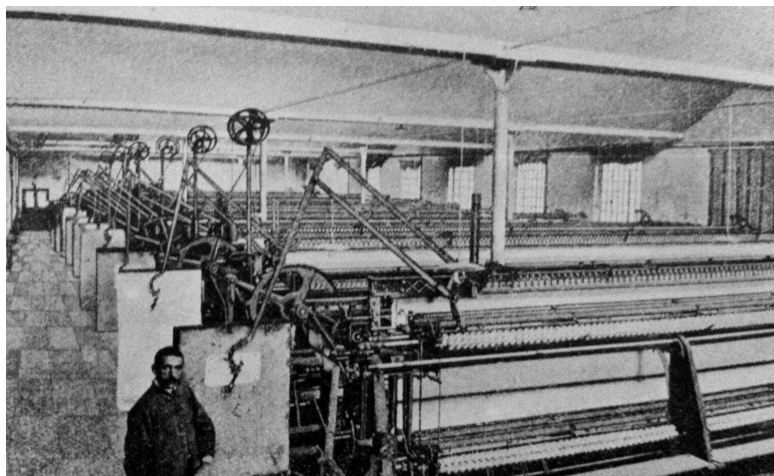
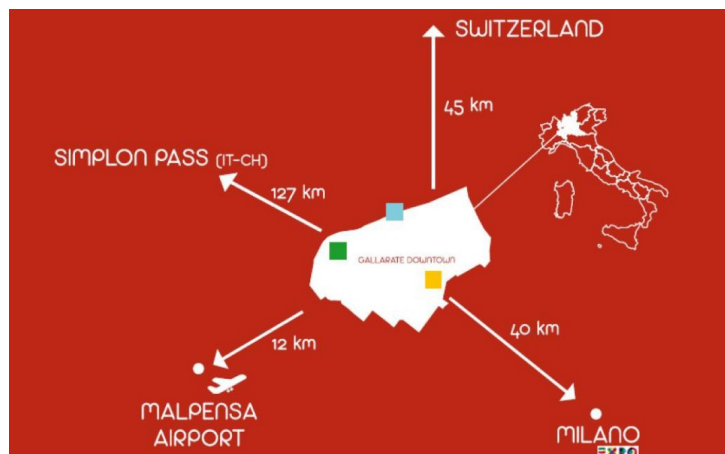
- a “commercial and cultural salon”.

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 can bear on 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 at the moment 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 of 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 behaviours. As far as consumer goods are concerned there is a reduction in buying big quantities of goods, replaced by purchase of 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 enabling new value added services and applications. NFC is used in two possible ways, through the use of contactless credit cards and 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 latter case, it would be possible to access interactive and personalized services, available directly on the phone's display; both aim to help and facilitate the creation of relationships between customers and 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 close distance, typically contactless smartcards or NFC enabled device and an NFC reader linked to the available service. The smartcard or NFC device can trigger and display useful information such as event schedules, public services. Through these systems, the city of Gallarate could become one of the first European NFC-enabled cities, in order to help the companies achieve a competitive advantage, strengthen the local marketing tools and create new value added to the public.

The technology still has many more possible uses in different fields of application, which will be subject to testing.

Among these are:

- Micro payments and electronic transactions;
- Loyalty cards and discount vouchers for businesses;
- Interactive tour guides;
- Continuous update of events and schedules.

The advantages of NFC

Companies, retailers, local administrations that adopt the technology will access, thanks to the characteristics of this initiative, a competitive advantage and the

ability to enhance the marketing tools within the Municipality of Gallarate. Citizens who wish to participate as testing user should take the opportunity to experiment the newly available services. I vantaggi dell'iniziativaThe experimentation aim is to verify the extent of the benefits that will come from the use of NFC systems.

The technology allows, in fact, to:

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

Project supported By



Powered By



The Maga art museum



The Province of Varese largest Museum of contemporary art. The history of museum (established in 1966 as the Gallarate Civic Gallery of Modern art) coincides with that of his collection, which originated with the acquisition obtained through the City of Gallarate National visual art Award, starting with the first edition in 1950. Although the museum was recently damaged by fire , his staff and numerous volunteers were able to save the entire collection, which is comprised of more than five



thousand works, including 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 mid twentieth century up until the present, with specific sections dedicated to contemporary international research. The permanent collection incudes works by 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 of 2009, when the town of Gallarate formed the "Silvio Zanella Gallery of Modern and Contemporary Art" Foundation , which is dedicated to managing the museum's activities, as well the preserving and increasing the visibility of the collections artworks. Following the institutional turning point, in March of 2010 the Museum assumed the name of MAGA - Museo d'arte Gallarate. The same year the museum latest and most prestigious location was inaugurated on via De Magri ,which, thanks to its wide open spaces, is capable of promoting a vast and wide-reaching assortment of cultural activities: The Maga art museum, promotes the production and acquisition of works by young artists, realized specifically for the Museum in honor of the exhibitions dedicated to the artists themselves. Perhaps the Museum most significant achievement lies in the fact that it has succeeded in surviving during a time in which every cultural-oriented activity, above all related to contemporary art, has met with significant challenges.

www.museomaga.it



District Goals synthesis

- Territorial, economic, social and cultural promotion of the community, gotten with a balanced use of territorial spaces, resources and environment
- increase infrastructure, recovering the existing, to support mobility
- recover the dismantle real estate patrimony, to preserve free ground
- increase the life quality, improving the satisfaction of people and firm
- manage the City to high standard of life
- growth the City with the charm that this high standard, given to resident people and economic operators
- made the Downtown as a Lounge
- became a point of reference for surrounding territory
- support commerce taking census of Real Estate, people flow, mobility, statistic surveys
- give economical support to entrepreneurs, for improve new way of commerce, through economical resources from Regione Lombardia and Chamber of Commerce
- leading aggregation, improving commercial networking
- supporting new settlements of Stores and economic activities. managing the commercial mix
- manage communications and District marketing, promotions and Events
- Reach Tocema Certification

District Board

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

President Angelo Bruno Protasoni

Member Rosita Defino	Confesercenti
Member Marco Introini	Confcommercio
Member Rocco Longobardi	Naga
District Manager Gianluca Tonellotto	



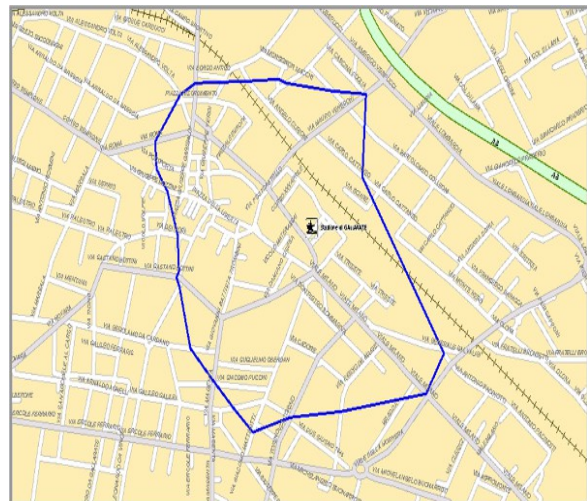
Malpensa Airport

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, employers coming from other areas and travelers. Travelers that could find in Gallarate, no matter whether in town for tourism or business, 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 travelers 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 analisys for Centostazioni



Passengers in Trenitalia Railway station each day	w/d	30,248
Trains each day		265
Passengers each 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



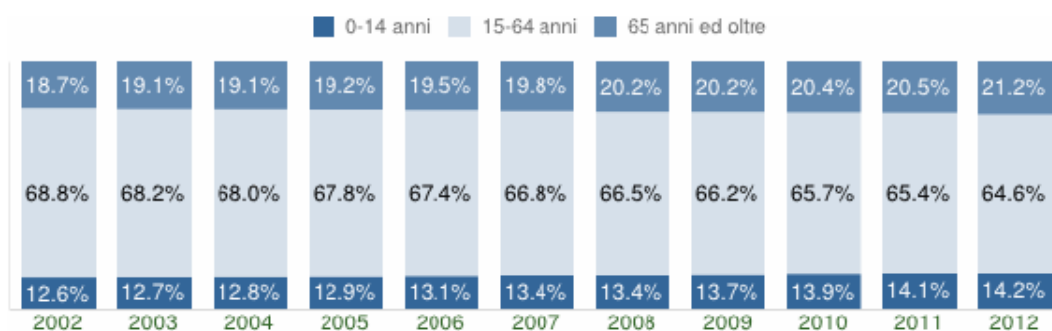
Rilevazione dati Eurisko 2009

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

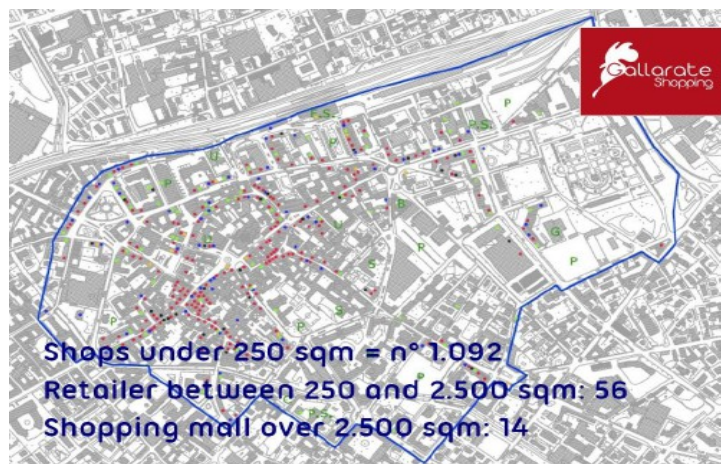
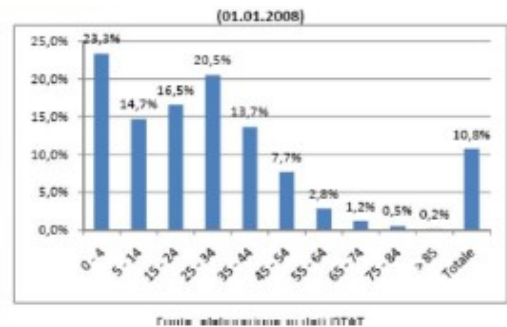
1.092 shops

56 Medium surface

Retailer

14 shopping malls

27.684 sqm commercial



Commercial Mix

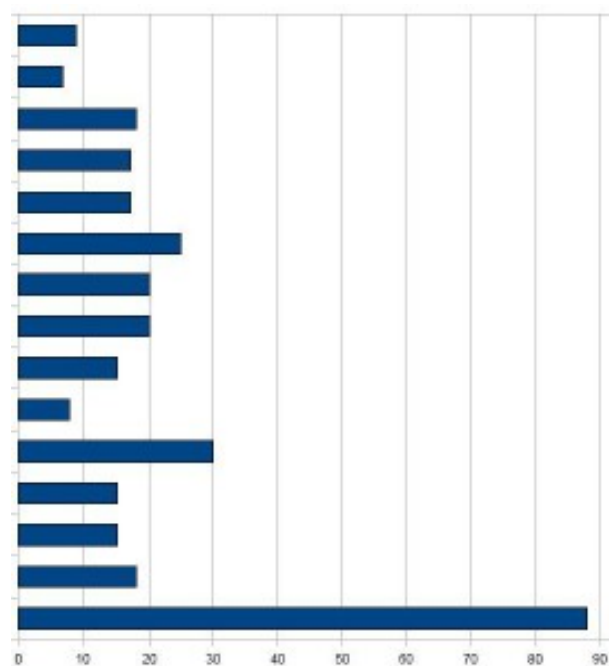
Motorcycle & accessories
 Gifts & Toys

Electronics & Consumer
 Optical & Photo
 Books & Carts
 Jewelry

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

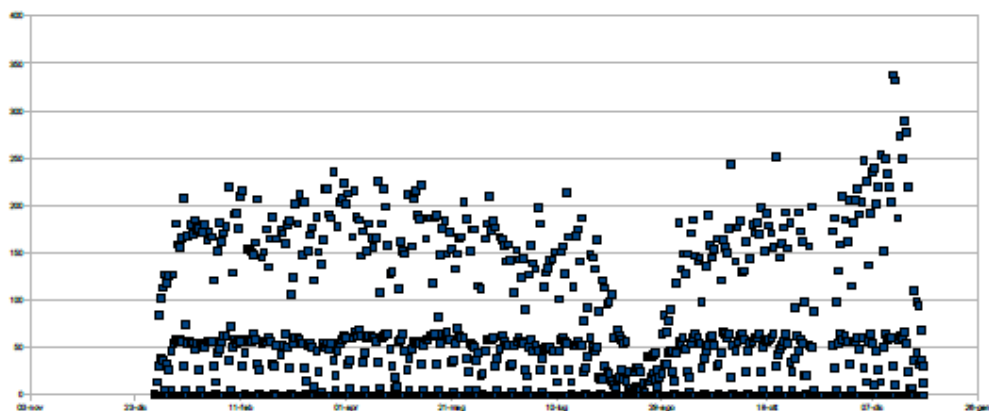
3,209	(3-10 yo)
1,422	(11-13 yo)
5,907	(14-18 yo)



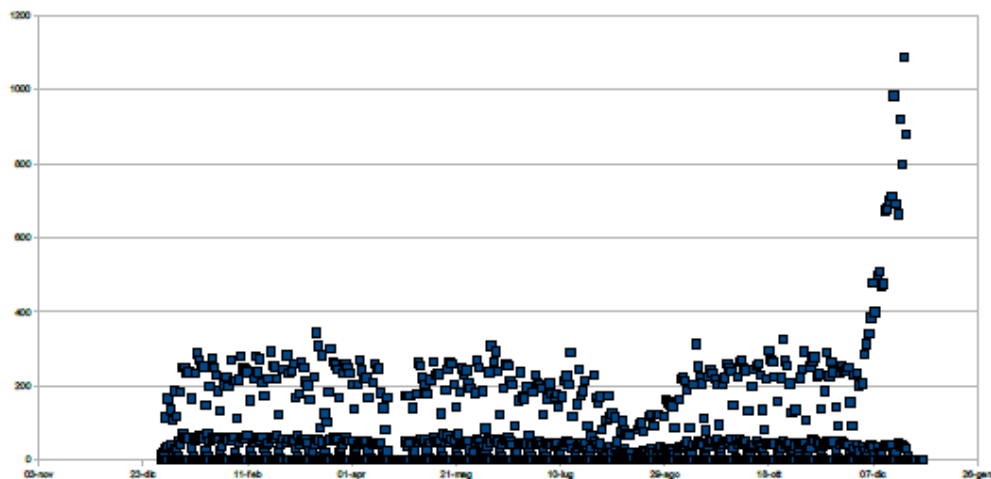
The Municipality of Gallarate enjoy commerce!

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

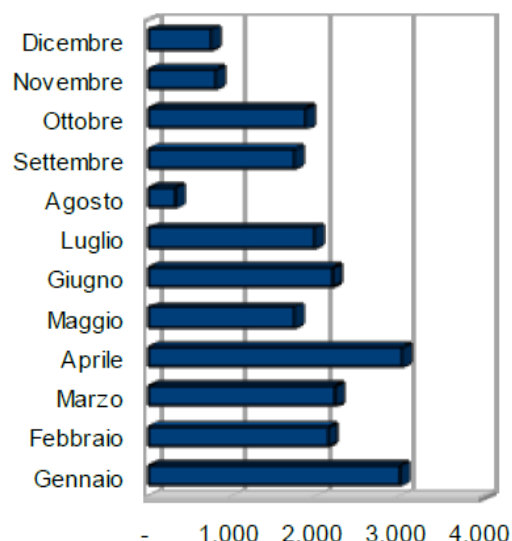
area of Payment parking managed by Amsc

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

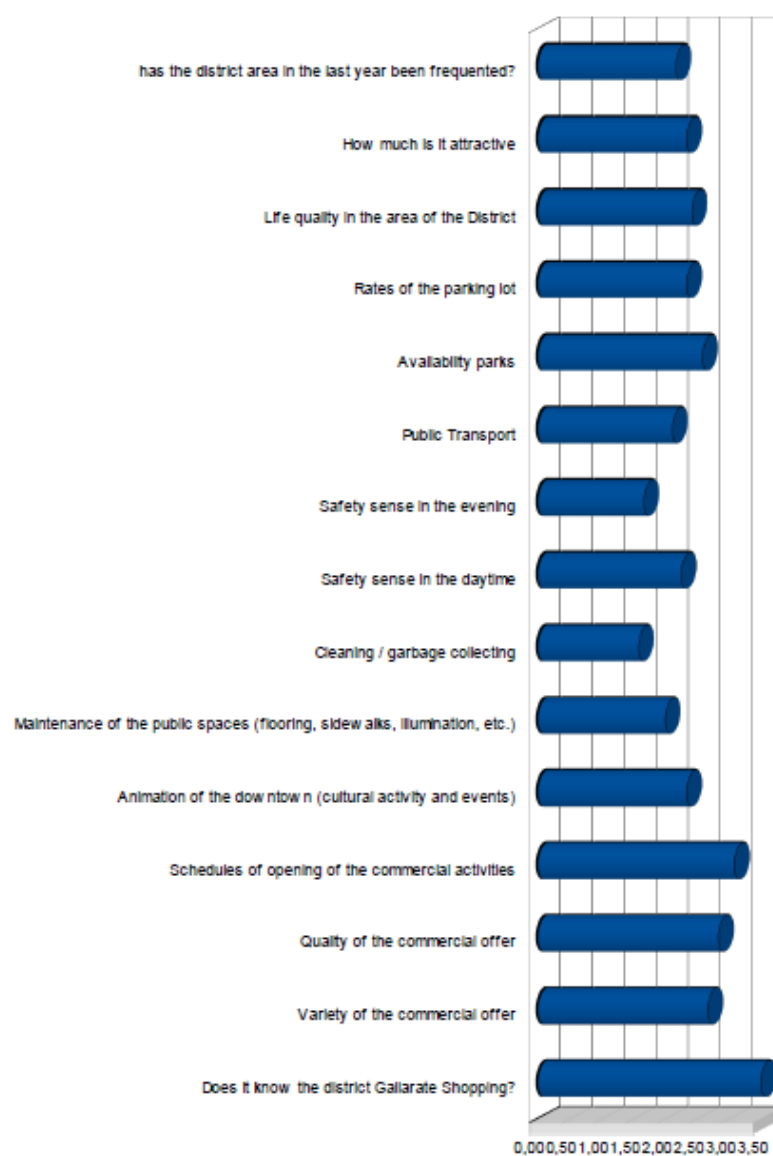
Parking areas Q.ty Car/Hour Total Car/hour

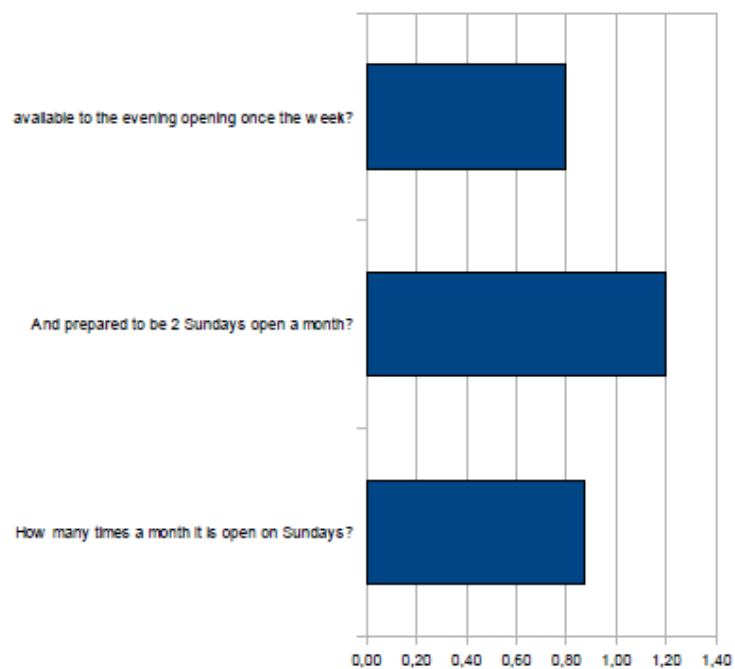
Ubicazione zona parcheggio	Numero stalli a raso	Vetture ora stalli cintura ZTL	Vetture ora stalli extra cintura	Vetture ora totali da Parcometri
Piazza Giovanni XXIII	95		30,94	30,94
Via Beccaria	54		12,79	12,79
Via XX Settembre	12	27,19		27,19
Via Simbardi	79	30,95		30,95
Piazza Risorgimento	22	10,42		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 each day	30,248
trains each 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"

STEP	AZIONI / INTERVENTI	ANNO 2012												consuntivo 2012	
1	Definizione della "bozza di accordo"													si	100%
2	Determinazione di impegno													si	100%
3	Stipula accordo													si	100%
4	Verifica possibilità applicazione misure di fiscalità agevolate													si	100%
		1	2	3	4	5	6	7	8	9	10	11	12		

STATO DI RAGGIUNGIMENTO DELL'OBIETTIVO

3.02.01

Step DUC

STEP	AZIONI / INTERVENTI	ANNO 2012												consuntivo 2012	
1	Definizione bozza atto costitutivo Associazione del DUC													si	100%
2	Proposta di deliberazione di approvazione schema													si	100%
3	Determinazione di impegno costi per atto													si	100%
4	Convocazioni partecipazione attori DUC													si	100%
5	Sottoscrizione Atto (ufficio contratti)													si	100%
6	Prima convocazione del gruppo dei Soci Fondatori													si	100%
7	Partecipazione bando Camera di Commercio 2012													si	100%
8	Predisposizione avviso selezione Manager di Distretto													si	100%
9	Individuazione processo di lavoro per certificazione "TOCEMA"													parzialmente	50%
10	Definizione indirizzi politici per certificazione "TOCEMA"													parzialmente	50%
11	Lavoro del gruppo dei Soci Fondatori per definizione azioni e tempi													si	100%
12	Determinazione di impegno risorse economiche													parzialmente	50%
13	Supporto predisposizione materiale per MAPIC													si	100%
		1	2	3	4	5	6	7	8	9	10	11	12		

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

80

Hotel trends Malpensa Area



CAMERA DI
COMMERCIO
DI VARESE

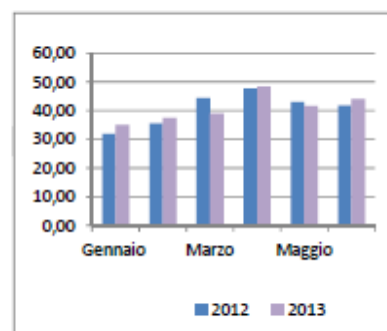
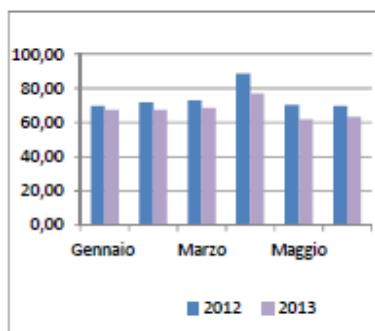
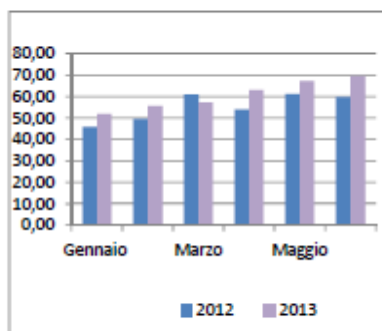
PERFORMANCE ALBERGHIERE PRIMO SEMESTRE 2013
AREA MALPENSA - Campione 1639 camere



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

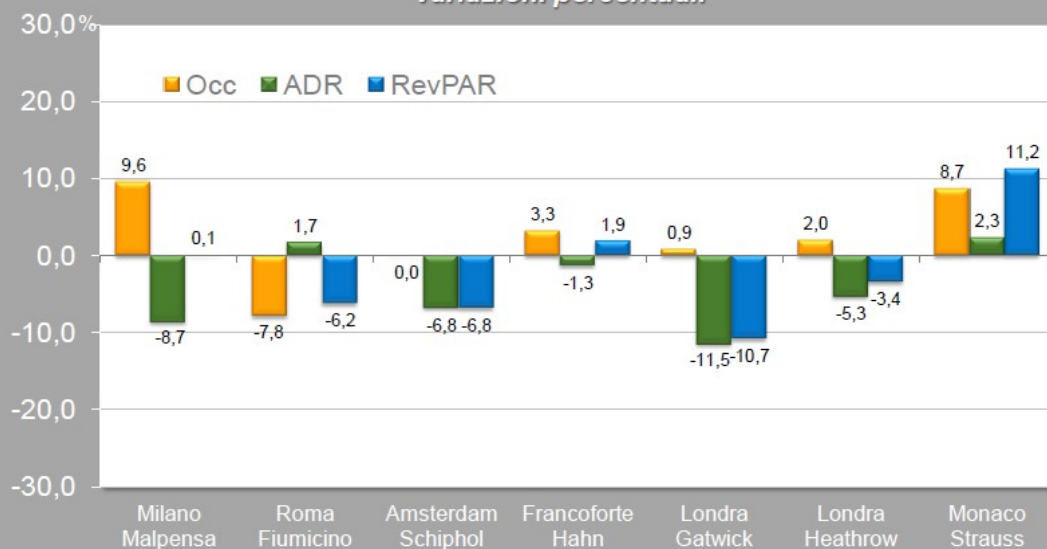
REVPAR			
Mese	2012	2013	Diff. %
Gennaio	31,79	34,94	9,9
Febbraio	35,49	37,42	5,4
Marzo	44,33	39,09	-11,8
Aprile	47,69	48,38	1,4
Maggio	42,97	41,54	-3,3
Giugno	41,73	43,96	5,3
Periodo	40,67	40,89	0,5

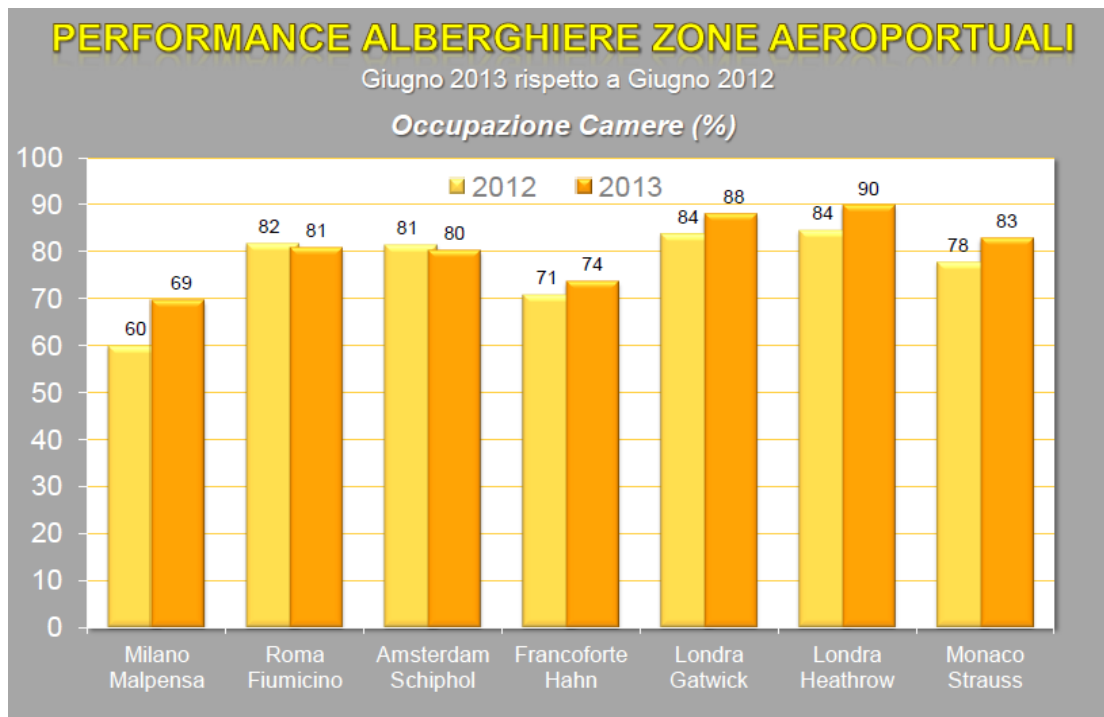


PERFORMANCE ALBERGHIERE ZONE AEROPORTUALI

Gennaio-Giugno 2013 rispetto a Gennaio-Giugno 2012

Variazioni percentuali





Overview of the District



Leading Project

1 Palazzo Minoletti

Palazzo Minoletti, was built in Gallarate in 1939/40 from the architects Giulio Minoletti and Giancarlo Palanti, it is a strong example of architecture rationalist, artistic, architectural and cultural movement been born in the 30's, direct consequence of the futurist and fascist movement that had as I sweep that to resolve the problems of the housebuilding of mass trying to make to connect a part of individual creativeness to answer to demands of urbanistic die. Palazzo Minoletti introduces further him as a building with carrying structure in masonry, a plain coverage and an elevated of five floors to a plan buried destined, to the epoch, to financial offices.



The principal entry of the Building is site in Garibaldi Square, but there is also a second access from the side road that conducts in S .Pietro square. The connections among the various plans are insured from two vain of principal staircases of which one, endowed with elevator in the trumpet of the staircases, it serves all the plans of the building.

As it regards the external aspect, the principal façade and part of the makes east and west they are dressed again by tiles of green ceramics dark with dimensions 28 xes 28 cms, while the rest of the surface is plastered; besides the façade, improved with the introduction of a series of windows forming frieze, that has accented the monumental character of the Building.

The entry is constituted by doors in aluminum inserted in an ample glass door that extends him up to the second floor on the principal façade.

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

All the present places in the various plans were spaces turned to offices and their flooring it was various (ceramics, gres or linoleum) except the great saloon, with height of 6,60 meters, that introduces a floor in white marble; the east walls and west of the saloon are dressed again with plates of marble of dark color, while the wall north is busy from a glass door on which four columns are hacked to everything height dressed again with to plot of marble. The south wall instead from 1945 it appears covered by a layer of plaster; previously to the fall of the Fascism,

the wall is occupied by an affresco of the painter Alexander Pandolfi representing "The Dux riding a horse", apparent sign of the bond 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 description of the Building, he is able well to understand as it is a vivacious example of that architecture rationalist that characterized every year astride the decade 1930-40.

The movement rationalist was born in Germany, the same rationalist architecture is characterized by a hold connection between form and function, thanks also to the use of elements often prefabricated of standard dimensions reducing every aspect of decoration . Finally the functionalism and an ample use of lines, angles and clean volumes are as a rule and rule in the architecture rationalist.



2 Trenitalia Station area

In relationship to the high accessibility to railway lines, and 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 represent 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 for new green and pedestrian spaces.

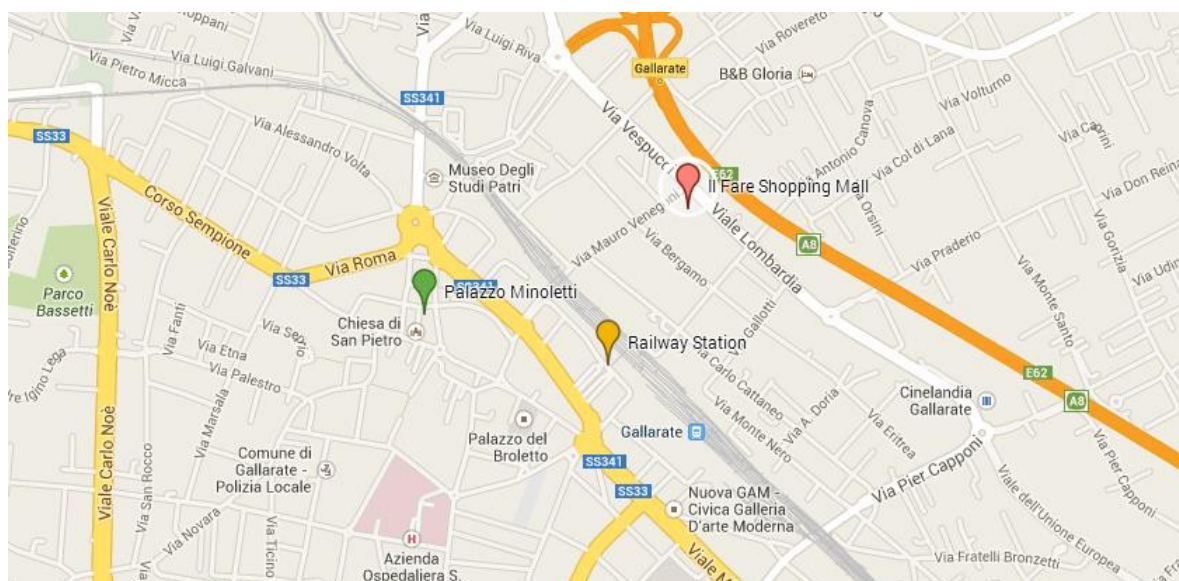
Ambito di trasformazione AT_08: "piazza Giovanni XXIII - Stazione Fs - via Galvanigi"



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”

Near the Highway access (A8 Milano Laghi), it was built a shopping mall named “Il Fare”. The opening was authorized in 2003, with a global retailing area of 6,295 Sqm, 1,285 sqm food and 5,010 non food.

The area occupied from the shopping mall is 16,200 completely urbanized, with the presence of areas for services (crossed pedestrian outside, parking lot in satin and parking lot plain on n. three levels out earth and n. 2 buried)

The part purely destined to the commercial gallery has a total surface of around 8.200 sqm to the buried plan (where is set the food retailer of mq. 1.250), 5.800 sqm at ground, and 3.300 sqm at first floor.

Now the the activity of the Shopping mall is pending.



Contacts

DISTRETTO URBANO DEL COMMERCIO

Gallarate Shopping

VIA VERDI, 2

21013 GALLARATE (VA) ITALY

www.gallarateshopping.it

PHONE +39 0331 754111

C.F. 91061210125

Manager of Distretto Urbano del Commercio

Gallarate Shopping

Dott. Gianluca Tonello

mail gallarateshopping@gmail.com

Mapic Delegation 2013



Angelo Bruno Protasoni

Municipality Gallarate

mail angelobrunoprotasoni@comune.gallarate.va.it



Marco Introini

Confcommercio Gallarate

mail marco@marcointroini.com