

PRESS RELEASE

PRADA GROUP AND FORESTAMI TOGETHER FOR NATURE

To celebrate Milan's Green Week, Prada Group is joining together with Forestami to host an event exploring the importance of sustainability and nature in the workplace

Milan, September 28, 2022 - As part of Milan's annual *Green Week* programme, Prada Group and **Forestami** have teamed up to host an event titled: "**Nature at the Center of Research and Design of Workspaces**", on **Friday, September 30 at 6 p.m. CET** at Triennale Milano.

A panel of experts will explore the positive impact of green spaces and access to nature on people's physical wellbeing and mental health, as well as how sustainable design principles can lead to healthier and more productive workspaces.

Speakers include architects **Stefano Boeri**, Chairman of Forestami's Scientific Committee and **Guido Canali**, who has led Prada Group's "**garden-factories**" project. Both architects have significant experience in experimental design projects with nature playing a central role.

During the event, Guido Canali will illustrate his latest project for Prada, the **Levanella Logistics Hub** near Arezzo, where the **canteen** is topped by a 1,500-square-meter pergola covered with greenery.

The architects will be joined by **Hellas Cena**, medical surgeon, researcher, and Pro-rector for Third Mission at the University of Pavia and **Maria Chiara Pastore**, professor and researcher at the Milan Polytechnic and Scientific Director of Forestami, who will discuss the health benefits of green design. The discussion will be moderated by architect and journalist Silvia Botti.

The event will begin with a message from **Lorenzo Bertelli**, Head of Corporate Social Responsibility at Prada Group.

Along the evening, the Prada Group will announce its upcoming contribution to Forestami, the **urban reforestation project** which aims to plant **three million new trees in the metropolitan city of Milan by 2030**. Work is due to commence in 2023.

For further information:

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Prada Group

Pioneer of a dialogue with contemporary society across diverse cultural spheres and an influential leader in luxury fashion, Prada Group founds its identity on essential values such as creative independence, transformation and sustainable development, offering its brands a shared vision to interpret and express their spirit. The Group owns some of the world's most prestigious luxury brands, Prada, Miu Miu, Church's, Car Shoe, the historic Pasticceria Marchesi and Luna Rossa, and works constantly to enhance their value by increasing their visibility.

and appeal. The Group designs, manufactures and distributes ready-to-wear collections, leather goods and footwear in more than 70 countries through a network of 627 stores (at June 30th 2022) as well as e-commerce channels, selected e-tailers and department stores around the world. The Group, which also operates in the eyewear and fragrances sector through licensing agreements, has 23 owned factories and more than thirteen thousand employees.

www.pradagroup.com

Forestami

Forestami is a project based on research by the Milan Polytechnic, carried out thanks to the support of Fondazione Falck and FS Sistemi Urbani, and promoted by the Municipality of Milan, Metropolitan City of Milan, Lombardy Region-ERSAF, North Milan Park, South Milan Agricultural Park and Milan City, Southwest, Southeast and Adda Martesana Onlus Community Foundation, North Milan Community Foundation, Ticino Olona Community Foundation, University of Milan and the University of Milan Bicocca.

<https://forestami.org/>
