

ODEON

THE NEXT RETAIL DESTINATION

- MILAN -

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Widening the stage

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Attractive destination

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Eternal architecture

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The leading actors

Widening the stage.

TIMELESS CREATIVITY, MODERN INTERPRETATION

The cradle of Milanese entertainment, from 1803 to the future.

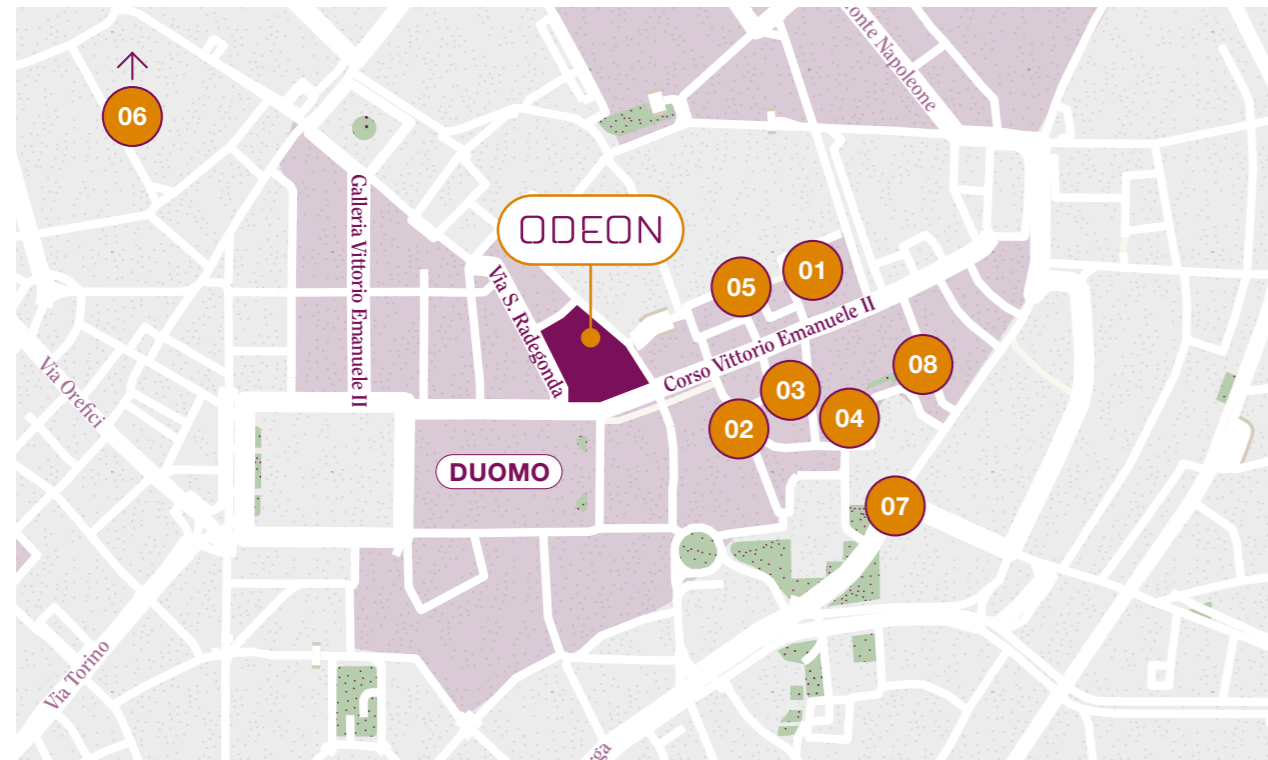
Odeon has been transformed to keep pace with an ever-changing city. The theatre makes room for new icons of the contemporary retail lifestyle, the bold stars of a new attractive and inspiring show.

No longer just a cinema, but a place where you can let your mind wander and turn your wishes into reality.

In recent years, many of the historic cinemas have been transformed into something else, keeping their original charm intact through virtuous redevelopments linked to the retail world, becoming truly iconic places to convey the brand's value to people.



The new life of theaters.



01 CINEMA ASTRA
Zara

02 CINEMA CORSO
Bershka

03 EXCELSIOR MILANO
Victoria's Secret Flagship Store

04 CINEMA CORALLO
Virgin Active

05 CINEMA APOLLO
Apple Store

06 TEATRO SMERALDO
Eatly

07 CINEMA PRESIDENT
Baxter Showroom

08 CINEMA AMBASCIATORI
The Highline Outlet



01



02



03



04



05



06



07



08

ITALY

- 01 FONDACO DEI TEDESHI
Venezia - DFS (LVMH)
- 02 SPAZIO ETOILE
Roma - Louis Vuitton

WORLD

- 03 GRAN VIA
Madrid - Primark
- 05 PLATEA
Madrid - Events/Food
- 06 CAMDEN THEATRE
Londra - Koko Music - The Mint Group
- 07 PLAZA THEATRE
Piccadilly Circus - Londra - Tesco
- 08 GALERIAS PACIFICO
Buenos Aires - Shopping Mall
- 09 ATENEO GRAND SPLENDID
Buenos Aires - Library
- 10 ISLINGTON
Londra - Starbucks



01



03



02



05



07



09



06



08



10



Odeon Milano

Odeon was created to enchant and take people on a unique journey.

Odeon becomes a new experiential, dynamic and versatile hub. Entertainment is now enhanced with new features – retail, restaurants, offices – in line with the versatile nature of the “old” Odeon, where theatre, cinema, tea room, dance hall and restaurant lived together.

Odeon is now ready to evolve and become even more appealing, guiding attendees through the show step by step with a wide and varied offer that will attract curious people and consumers across generations.

Attractive destination.

IN THE CENTRE OF MILAN

A magnetic metropolis, where evolution drives change.

Milan brings together the country's most advanced, innovative and dynamic businesses.

It is "Italy's flagship store". The Capital of fashion, design and finance, Milan is a bustling city where technologies evolve, spaces expand.

Here, minds seek new ways of making life easier and more exciting, and dreams become reality.





8 billion

Value of tourism
€ in 2019

11 million

Tourists
in the urban area of Milan
(+9,2% compared to 2018)

12 thousand

Companies
that grew 67% in 10 years

176 thousand

New inhabitants
in 10 years

A few steps away from the Duomo, surrounded by history, in the heart of the City.

- | | | | | | |
|----|---|---|-----|---|--|
| 1' |  | DUOMO DI MILANO
Cathedral | 7' |  | QUADRILATERO DELLA MODA
Shopping district |
| 1' |  | CORSO VITTORIO EMANUELE II
Shopping street | 10' |  | QUARTIERE DELLE CINQUE VIE
Shopping district |
| 2' |  | GALLERIA VITTORIO EMANUELE II
Shopping arcade | 2' |  | Duomo M1 - M3
Underground Station |
| 6' |  | TEATRO ALLA SCALA
Opera House | 5' |  | S. Babila M1
Underground Station |

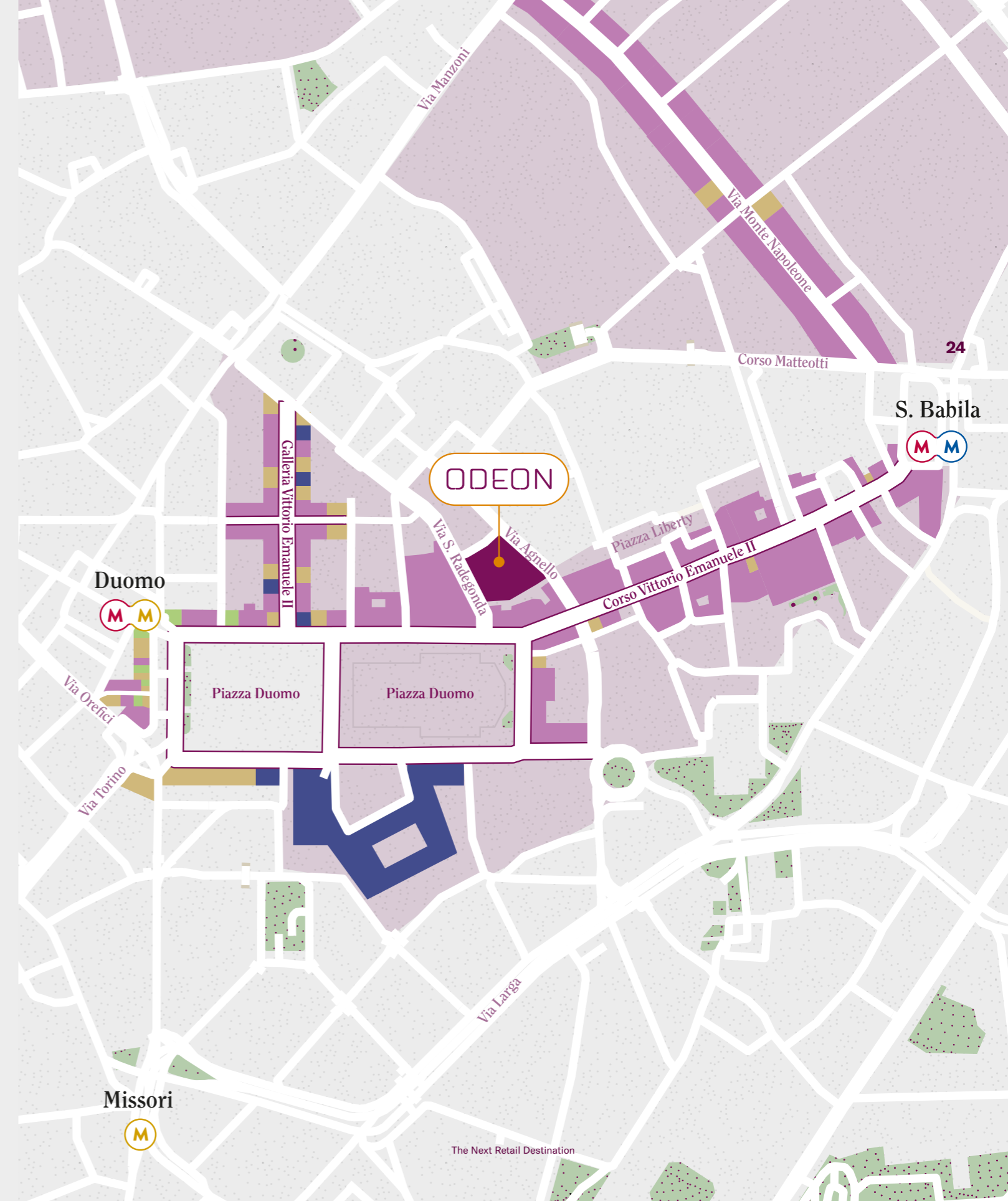


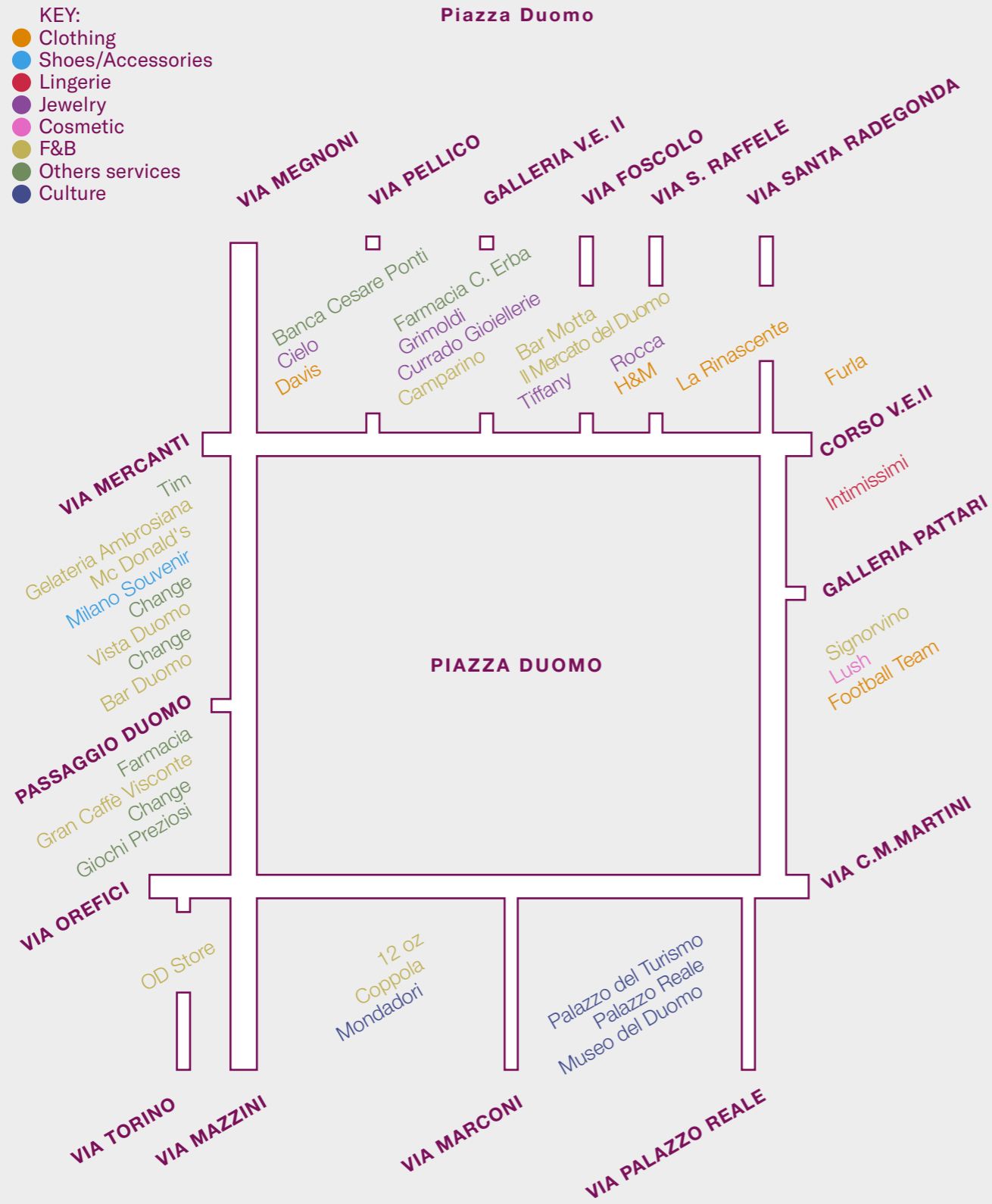
Shopping streets.

Odeon stands alongside Milan's most iconic shopping street, Corso Vittorio Emanuele II. This majestic avenue allows you to explore the city and its attractions, from historic colonnades to luxury boutiques.

It is an iconic place and a popular destination for tourists, as well as for Milanese residents. It has always attracted a continuous stream of people.

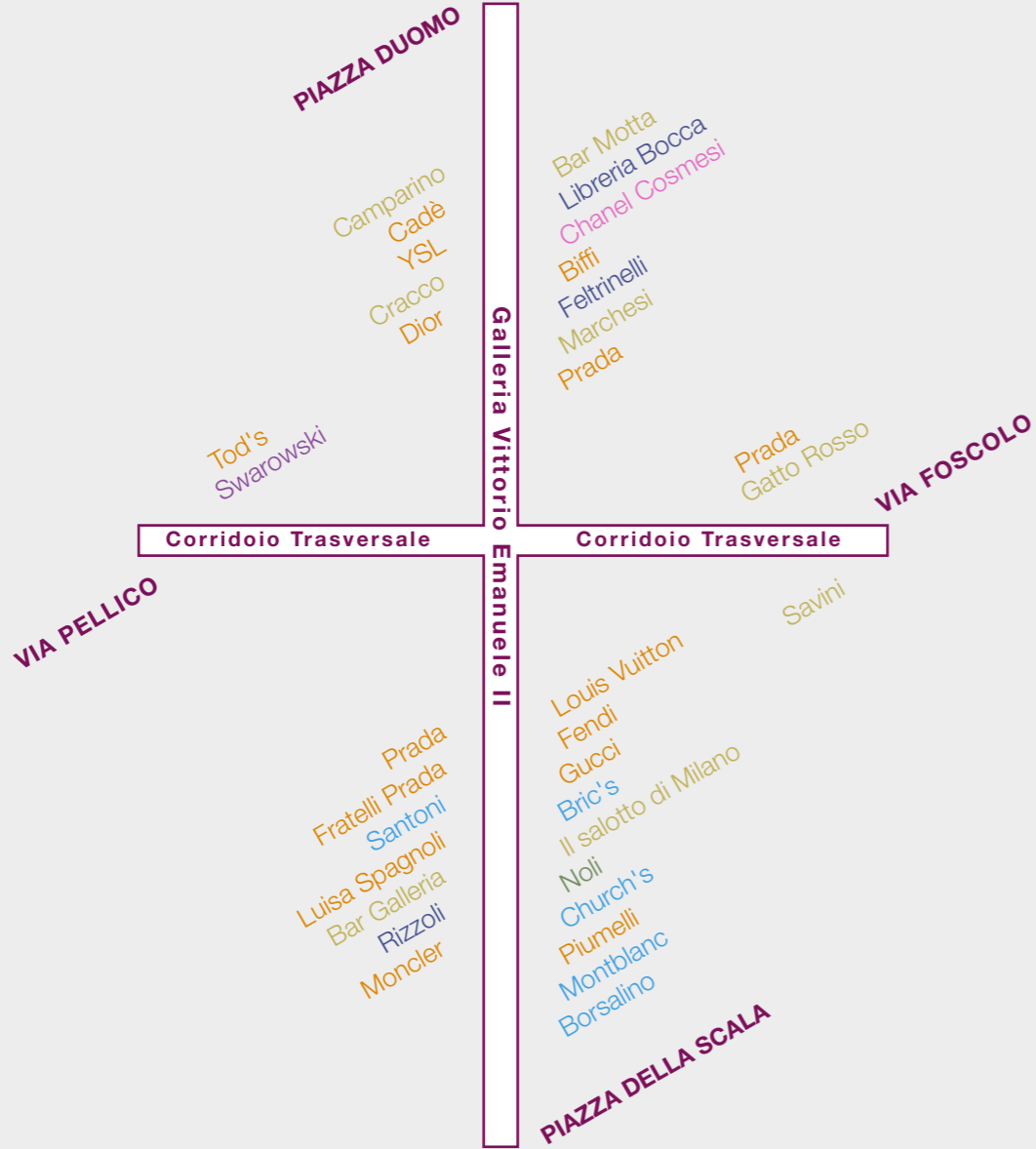
- **SHOPS**
- **CULTURE**
- **F&B**
- **SERVICES**





- KEY:
- Clothing
 - Shoes/Accessories
 - Lingerie
 - Jewelry
 - Cosmetic
 - F&B
 - Others services
 - Culture

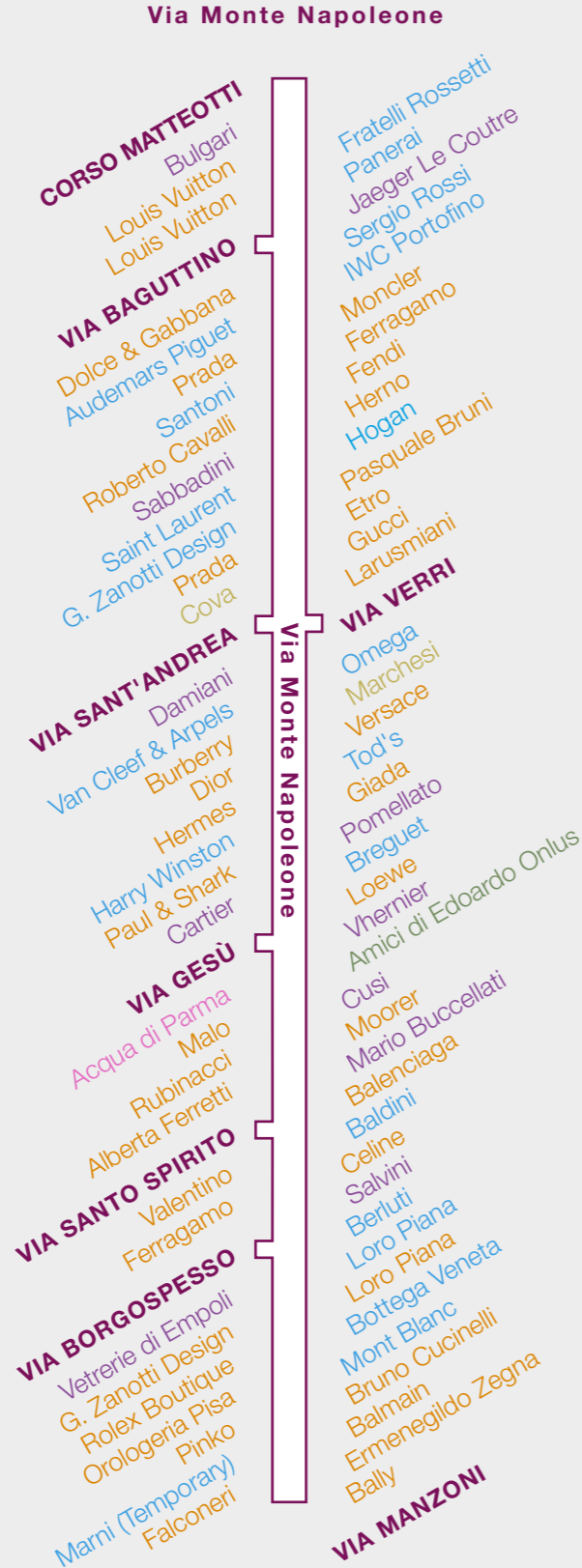
Galleria Vittorio Emanuele II



- KEY:
- Clothing
 - Shoes/Accessories
 - Lingerie
 - Jewelry
 - Cosmetic
 - F&B
 - Others services
 - Culture



- KEY:
- Clothing
 - Shoes/Accessories
 - Lingerie
 - Jewelry
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 - F&B
 - Others services
 - Culture





a.

- a. DETAIL OF THE DUOMO
- b. PIAZZA LIBERTY
- c. MUSEO DEL NOVECENTO



b.



c.

Odeon is located in a central area that every tourist will walk by as they visit Milan. It is at the centre of the strategic triangle created by Piazza del Duomo, Teatro alla Scala and Piazza San Babila, overlooking Via Santa Radegonda, a branch of Corso Vittorio Emanuele II and its bustling gallery.

100 thousand

People per month
Corso Vittorio Emanuele II

56 thousand

People per month
Galleria Vittorio Emanuele

Corso Vittorio Emanuele II connects Piazza Duomo with Piazza San Babila, creating one of the main attractive destinations for shopping and tourism, populated by leading brands of the international retail scenario. Together with the Gallery, 3,000 visitors are welcomed every day.





Odeon Milano

a.

a. ENTRANCE PORTICO
b. c. VIA SANTA RADEGONDA



b.



c.



b.



c.

a. ENTRANCE PORTICO - VIA SANTA RADEGONDA
b. c. VIEW OF THE BUILDING FROM VIA AGNELLO

a.



Eternal architecture.

MORE THAN A DESTINATION



43

ENTRANCE PORTICO FROM VIA SANTA RADEGONDA

Odeon Milano

Project

44

Timeless Architecture for the Odeon of Tomorrow.

Overlooking Via Santa Radegonda, the entrance has a monumental portico with columns, friezes, sculptured tympana, cornices and balustrades. Above the front arcade stand four marble goddesses of film, theatre, dance and music. An icon of entertainment, the building looks to the future by creating a new commercial axis that connects Piazza della Scala and Piazza Liberty through Odeon.

A new open concept redesigns the spaces: the former fire exit doors become new sources of light and windows that open to the city.

The grandeur and fascination of this unique place transforms the shopping experience into “art de vivre”.

The Next Retail Destination



45

46



47

48

ODEON

Retail Experience.

Through a tasteful renovation, the building's undeniable architectural value has been enhanced to create a space that can be easily divided to meet the needs of multiple brands.

Flexible and open, the layout is arranged to establish a continuous relationship between interior spaces and the adjacent streets and squares.

Every part of this mono- or multi-tenant complex is carefully designed to impress.

THE MAIN HALL - GROUND FLOOR







BALCONY DETAILS - FIRST FLOOR





55

56



GROUND FLOOR DETAILS





Retail Experience

- GFA
Gross floor area
- T.R.
Technical Room

Total GLA 5.822 sqm

61

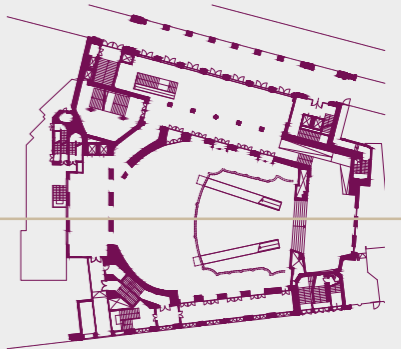
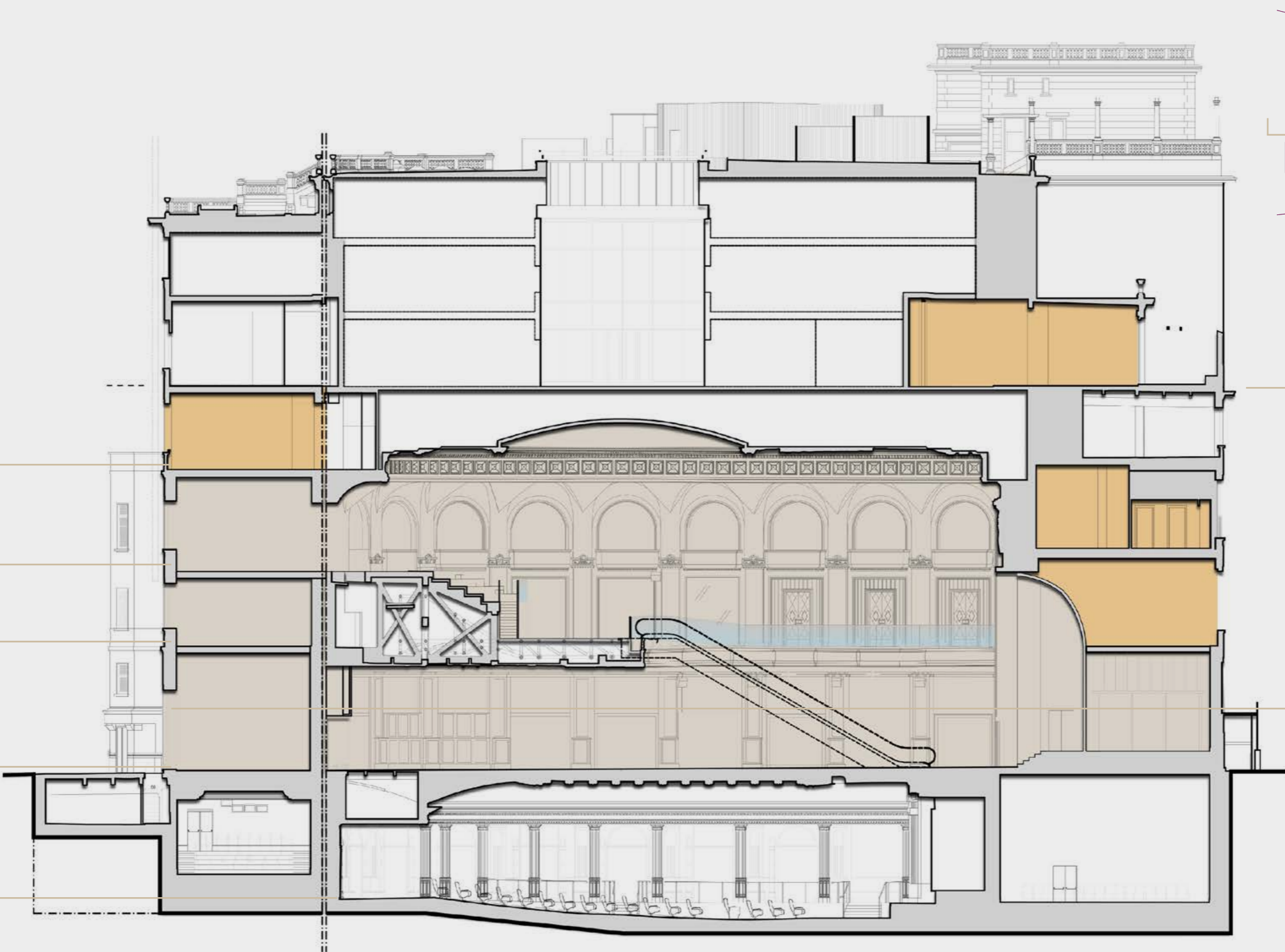
3rd FLOOR
GLA 839 sqm
+15,60

2nd FLOOR
GLA 259 sqm
+10,25

1st FLOOR
GLA 1.872 sqm
+6,46

0 GROUND FLOOR
GLA 2.100 sqm
+0,00

-1 BASEMENT
-7,00



62

4th FLOOR
GLA 322 sqm
+20,60

MEZZANINE FLOOR
GLA 430 sqm
+3,30

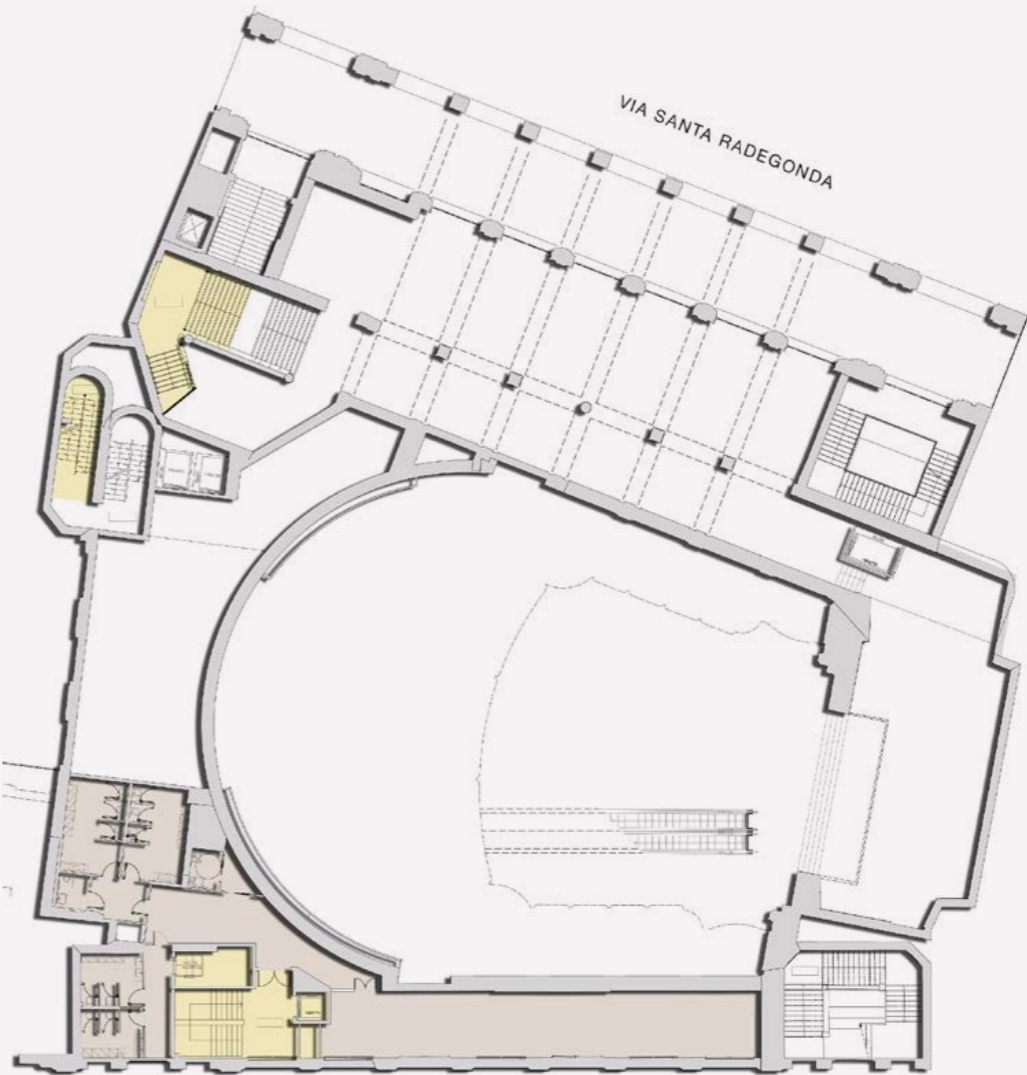
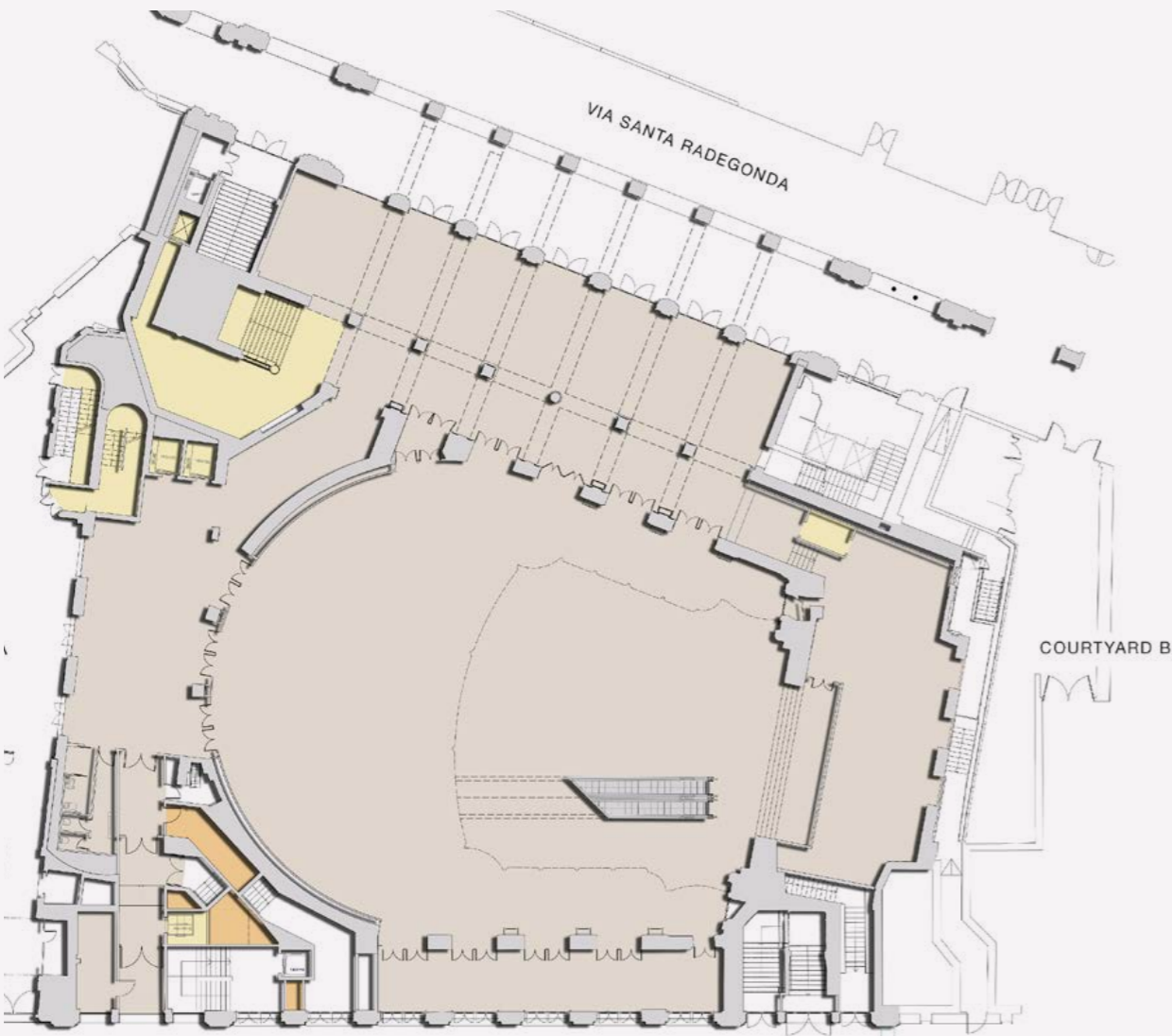
0 GROUND FLOOR - GLA 2.100 sqm

- GFA 1.888 sqm
- T.R. 17 sqm
- Vertical Connections 195 sqm



MEZZANINE FLOOR - GLA 430 sqm

- GFA 308 sqm
- Vertical Connections 122 sqm



Retail Experience

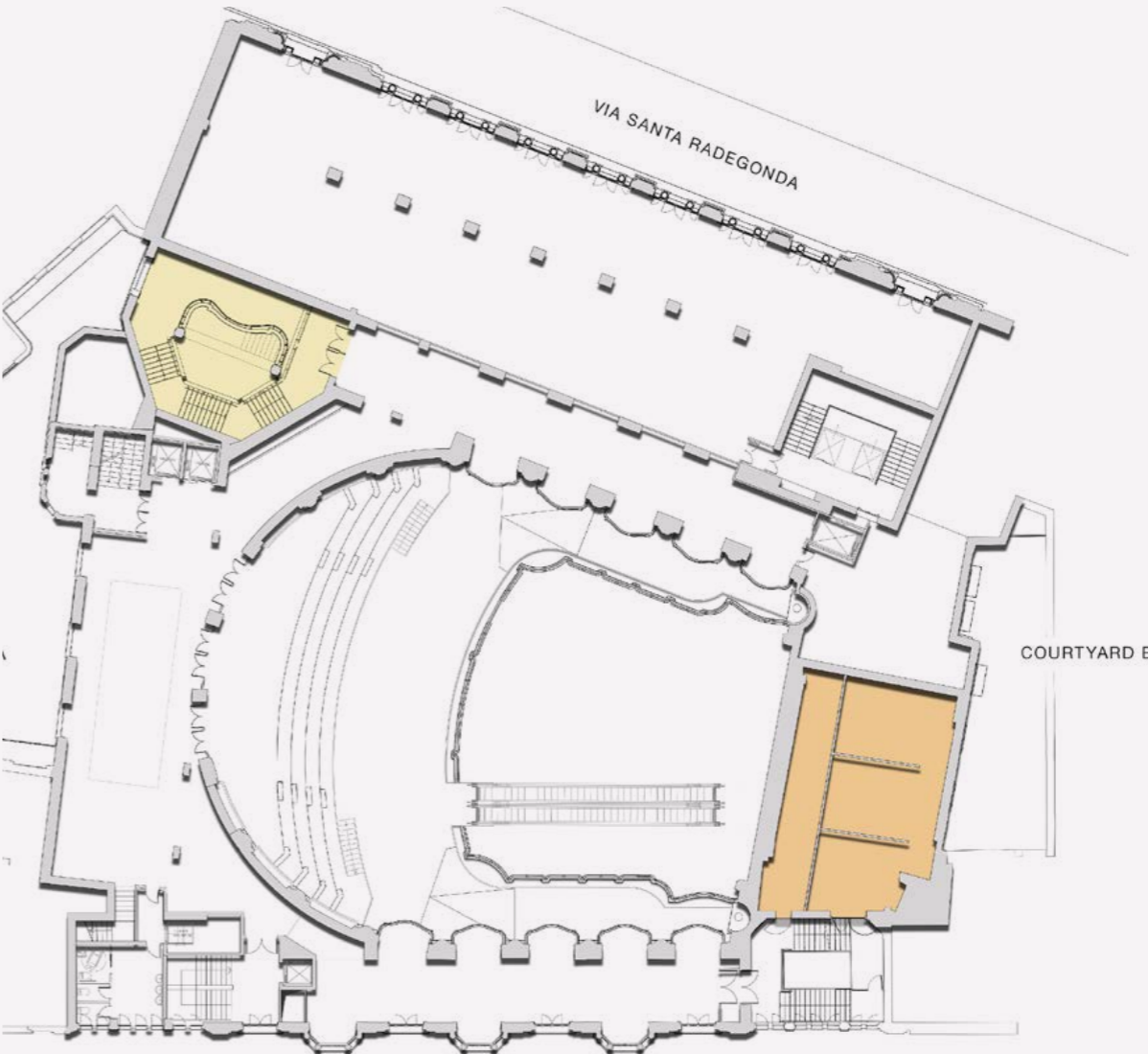
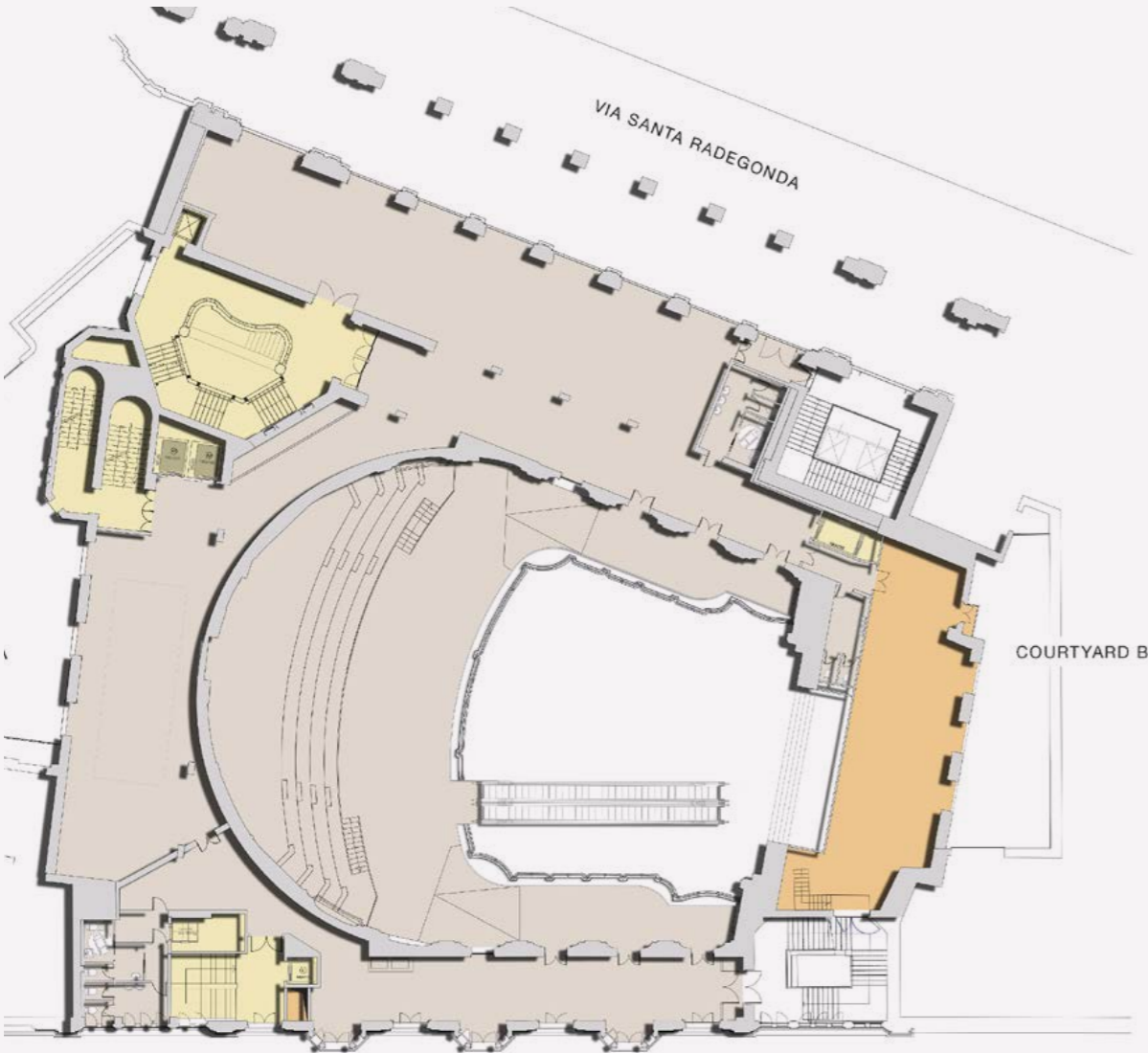
1st FLOOR - GLA 1.872 sqm

- GFA 1.449 sqm
- T.R. 163 sqm
- Vertical Connections 260 sqm



2nd FLOOR - GLA 259 sqm

- T.R. 153 sqm
- Vertical Connections 106 sqm



Retail Experience

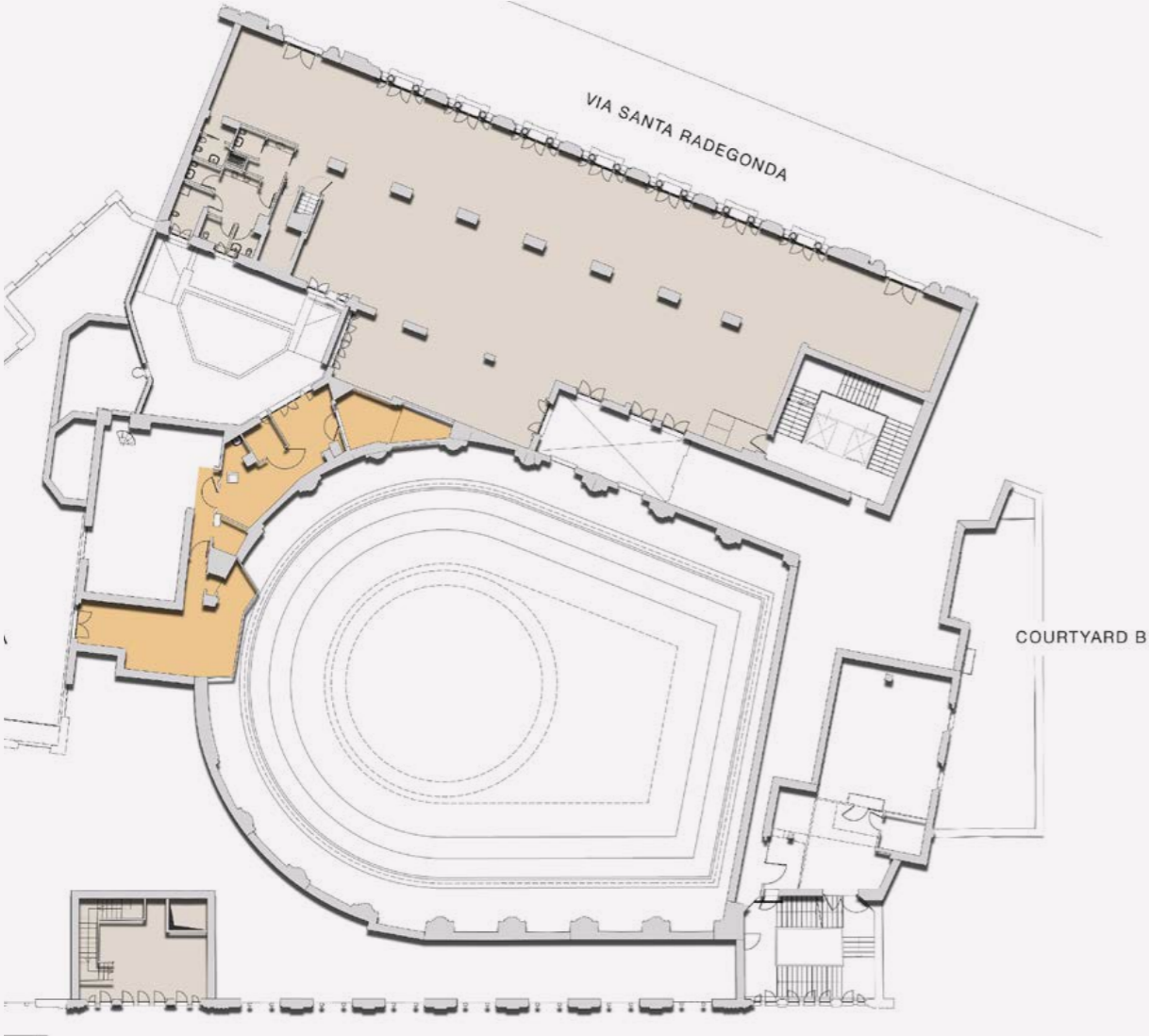
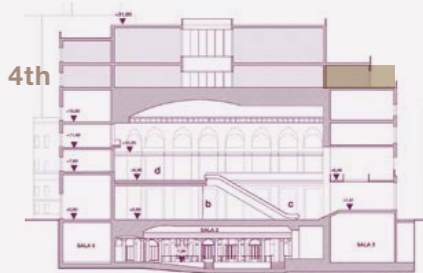
3rd FLOOR - GLA 839 sqm

- GFA
722 sqm
- T.R.
117 sqm



4th FLOOR - GLA 322 sqm

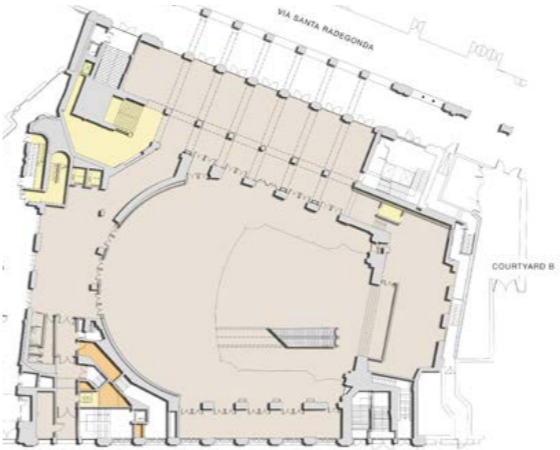
- T.R.
322 sqm



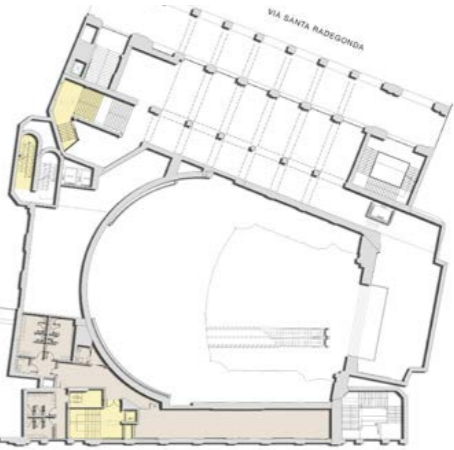
ODEON - TECHNICAL SPECIFICATIONS

Floor	GFA ^{sqm}	Technical Room ^{sqm}	Vertical Connection ^{sqm}	GLA ^{sqm}
0	1.888	17	195	2.100
Mezzanine	308	-	122	430
1st	1.449	163	260	1.872
2nd	-	153	106	259
3rd	722	117	-	839
4th	-	322	-	322
Total GLA ^{sqm}				5.822

GROUND FLOOR



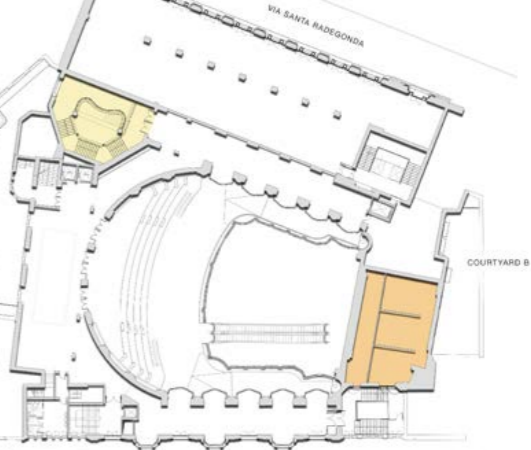
MEZZANINE FLOOR



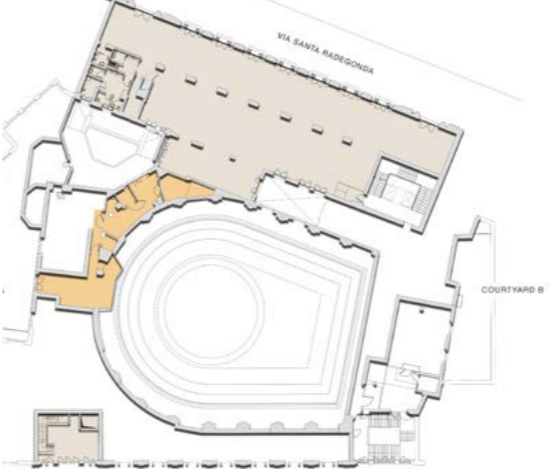
1st FLOOR



2nd FLOOR



3rd FLOOR



4th FLOOR



Gallery Experience.

The makeover left the original foyer unchanged, with its polychrome marble floor, the main staircase leading to the ground floor and the historic hall on the ground floor. The challenge was to preserve Odeon's architectural heritage while meeting regulatory constraints.

Lights, colours, materials, shapes and sizes are perfectly balanced to create an all-pervading harmony.

VIEW OF THE HISTORICAL STAIRCASE

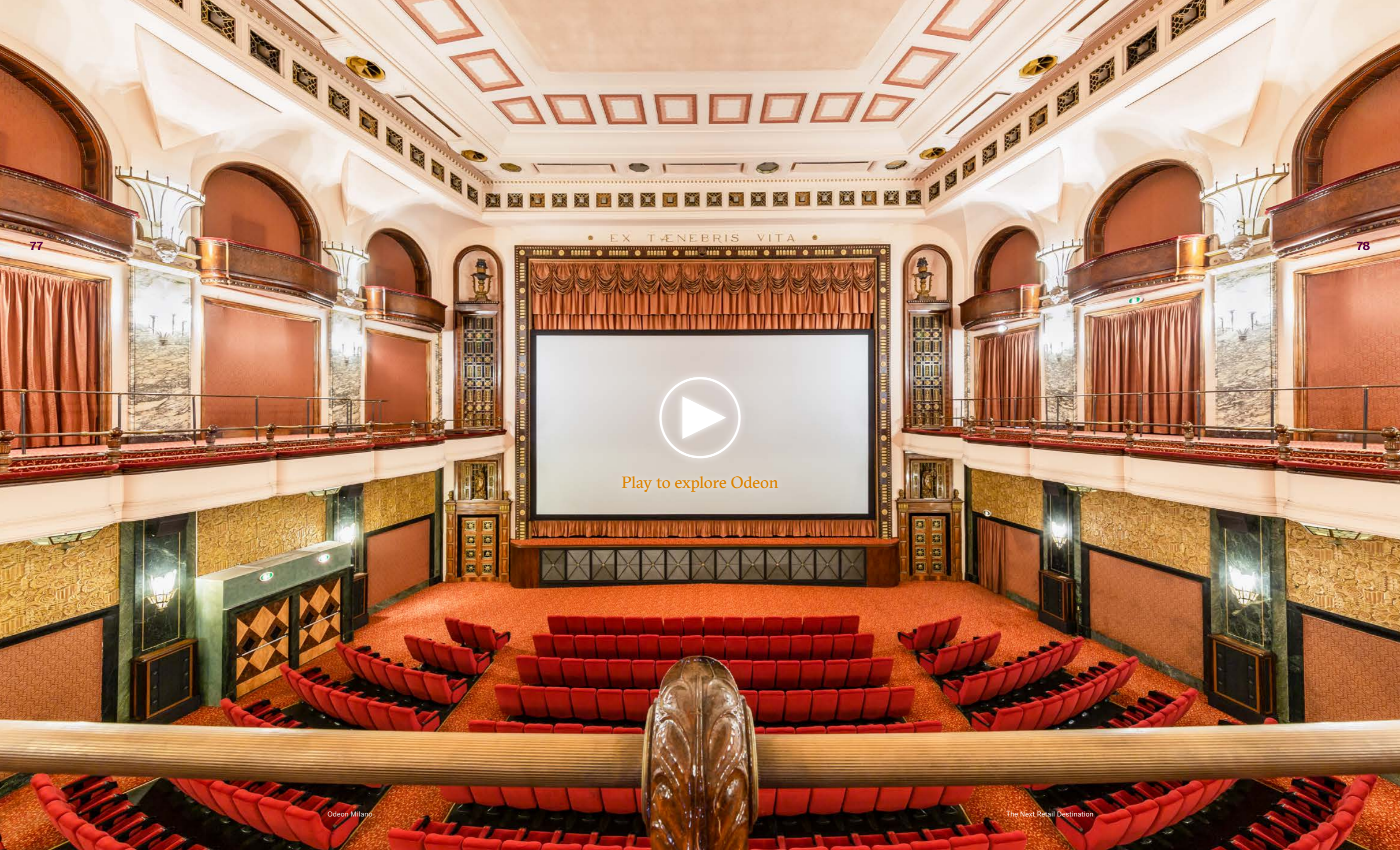






RESTAURANT DETAILS





77

78



Play to explore Odeon

Enchanting People

ETERNAL THEATRE

Odeon: an eternal theatre, a keeper of dreams and desires.

Odeon has a unique and dynamic history. Over the years, Odeon has hosted outstanding theatre performances and films. It has attracted a continuous and diverse flow of people, guiding them on a sensory journey.

Odeon preserves the magic of this charming atmosphere, where thoughts dance with music, images and lights: the next retail destination of Milan.



1803

This is when the theatre that would later become today's Odeon was built. It was a simple wooden structure built on the site of an old Benedictine convent. Its (first) name was **Teatro di Santa Radegonda**, as a tribute to the historic church.

1880

The theatre was decommissioned and demolished to shape progress: Santa Radegonda became the first **European thermal power station**.



a

1928

The theatre was rebuilt inside an imposing residential building, with a theatre and cinema on the basement and ground floor, respectively. **Odeon took shape for the first time.**



c



1956

It was one of the first cinemas to be fitted with a **projector** to play films: entertainment made its debut on the big screen.

Oggi

An icon of entertainment, **Odeon opened its doors to a new project that looks to the future.** With a combination of magic, history and innovation, the building will undergo a major refurbishment to create a new destination, with shops, entertainment and lifestyle coming together in one place to provide an unforgettable experience.



83

84

History



b

1906

Santa Radegonda was revived as a **cinema and theatre**, alternating theatre shows and film screenings, beautifully accompanied by a live orchestra.

1926

Technology evolved so fast that the facility became obsolete; it was closed and the building dismantled. The theatre was again dramatically demolished.

1929

The hall was opened on **November 26th**. Even local authorities attended the opening ceremony. Odeon immediately became one of the most popular attractions in the Lombard city.

1943

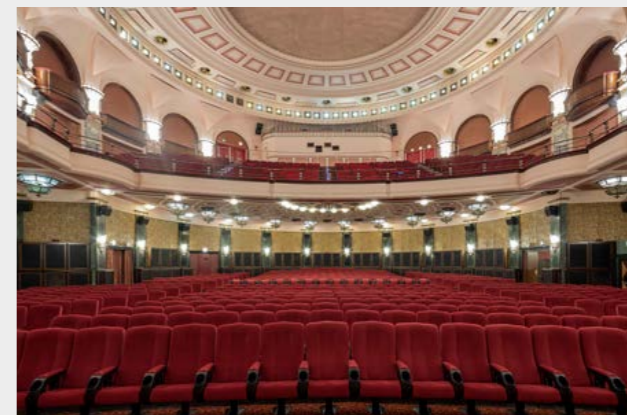
The building, as well as the entire city centre, was bombed during the war, but managed to reopen on 7 September of the same year. During the war, it screened films and hosted concerts of the Teatro alla Scala orchestra, as the famous opera house had been seriously damaged.



1986

Odeon was taken over by an American group. Milan's first cinema changed again, as it was converted into a **multiplex**.

2009



The leading actors

HEART OF THE PERFORMANCE



Odeon Milano

Players

Owner:

Fondo**Aedison**^{ce}

Managed by:



DeA Capital Real Estate SGR S.p.A.
Via Mercadante 18 - Rome, Italy

Advisor:



Realty Partners Srl
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Manens-Tifs
Corso Stati Uniti 56 - Padova, Italy



SCE Project
Viale Sarca 336/f - Milan, Italy

Branding & visual design:



FUD Factory
Via Lombardini, 22- Milan, Italy

Rendering by:



Tecma solutions SpA
Via Medardo Rosso, 5 - Milan, Italy

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