



- 1 P.TA NUOVA/ISOLA - VIA CONFALONIERI 36
- 2 GARIBALDI/BRERA - VIA TIVOLI 08
- 3 NAVIGLI - ALZAIA NAVIGLIO PAVESE 08
- 4 NAVIGLI - RIPA DI PORTA TICINESE 39
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- 7 VERCELLI - CORSO VERCELLI 59
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- 10 TICINESE - VIA DEL TORCHIO 04
- 11 FOND. PRADA - CORSO LODI 50

**PLANT BASED INDULGENCE**

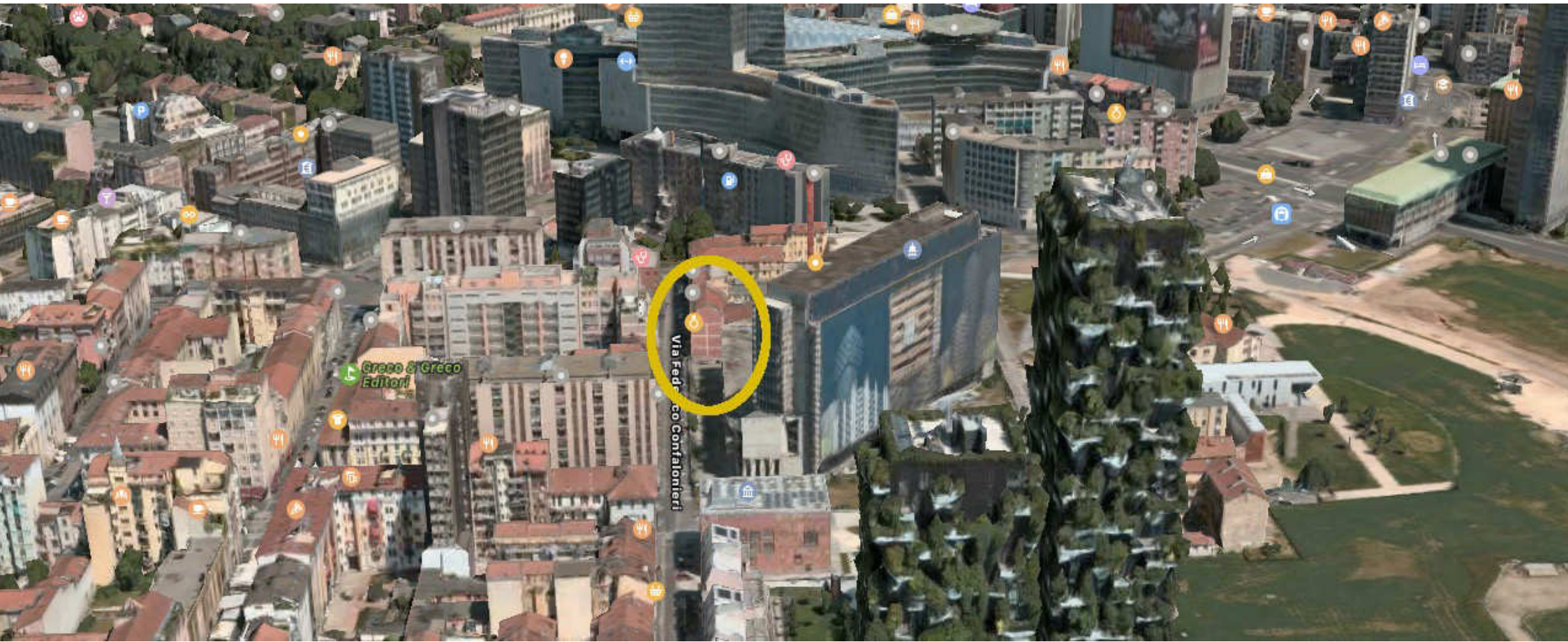
A billboard for Magnum ice cream, featuring a large image of a Magnum ice cream bar with a green leafy background. The text 'PLANT BASED INDULGENCE' is prominently displayed in white on a green background. Above the bar is a small logo with the letter 'M' and the word 'MAGNUM'.

## DESCRIPTION:

This historic, industrial area has been given a makeover thanks to an important and complex redevelopment plan that has now transformed it into Milan's futuristic district, redesigning and redefining both its skyline. This urban revitalization scheme created a 'virtuous' link with the Garibaldi and Isola districts, among some of the most vibrant and interesting in the city, renowned for their cultural assets and nightlife scene. New pedestrian areas, and green spaces. Hi-tech stores, bookstores, bars and cafés, pizzerias and discotheques: a new area for Milan

## DETAILS:

- **SIZE 175 Sqm**
- **TRAFFIC TIP.: PEDESTRIAN / CAR**
- **CONTACTS: 450.000 / WEEK**
- **VISIBILITY: 250m**
- **OPTIONAL LIGHTING SYSTEM**
- **NEARBY METRO STATION (MM2)**
- **QUICK AUTHORIZATION PRACTICE**





AIRFRANCE

AIRFRANCE IS IN THE AIR

ROVELLO 18

GARIBALDI

VIA  
PONTACCIO

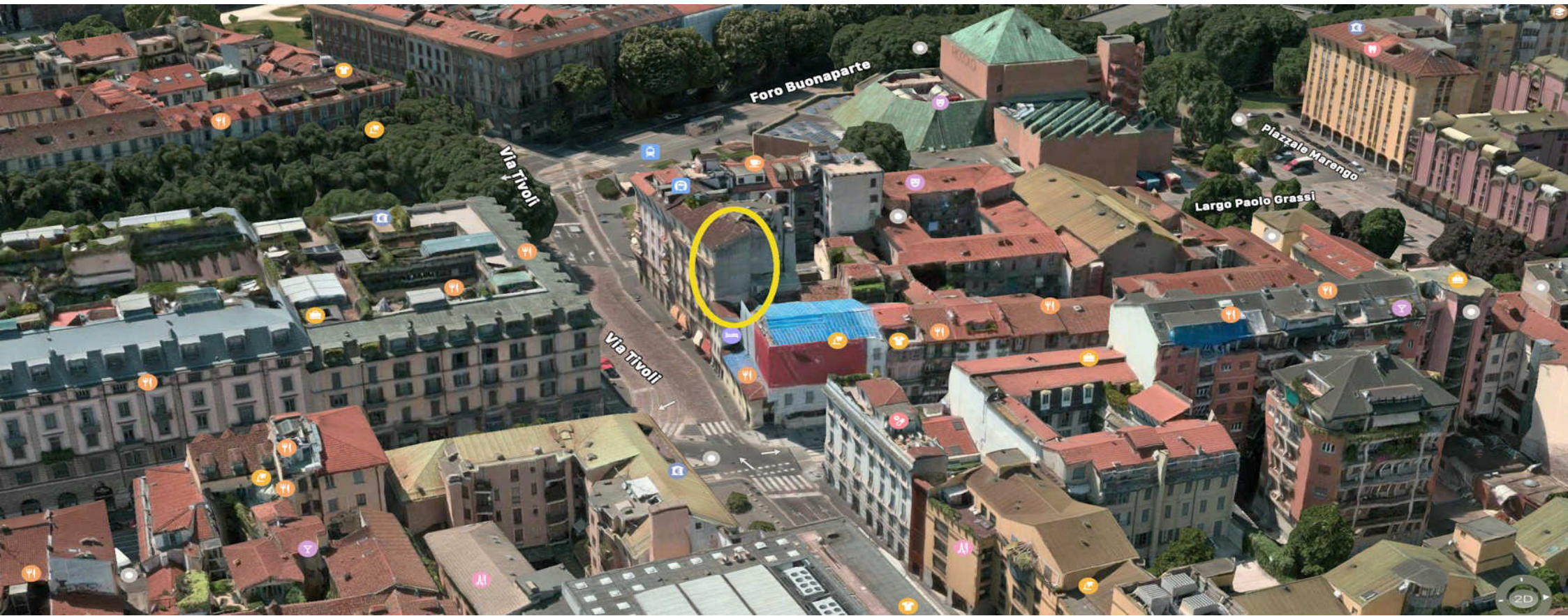
- GARIBALDI (VIA TIVOLI 08 ANG. CORSO GARIBALDI) -

## DESCRIPTION:

Located in the artistic heart of Milan, the wall of Via Tivoli is located at the intersection of Corso Garibaldi and Via Pontaccio that make this point, one of the busiest in the Brera Art District. Culture vultures love Brera for its proximity to the Pinacoteca di Brera art museum, as well as its shopping and café scene. Brera's narrow side streets offer sidewalk dining and a lively—and refined—aperitivo scene. The contacts generated by this position are very important thanks to the nearby MM2 LANZA, the pedestrian passage along Corso Garibaldi and the constant car traffic of Via Pontaccio

## DETAILS:

- **SIZE 80 Sqm**
- **TRAFFIC TIP.: PEDESTRIAN / CAR**
- **CONTACTS: 1.200.000 / WEEK**
- **VISIBILITY: 100m**
- **NEARBY METRO ST. (MM2)**





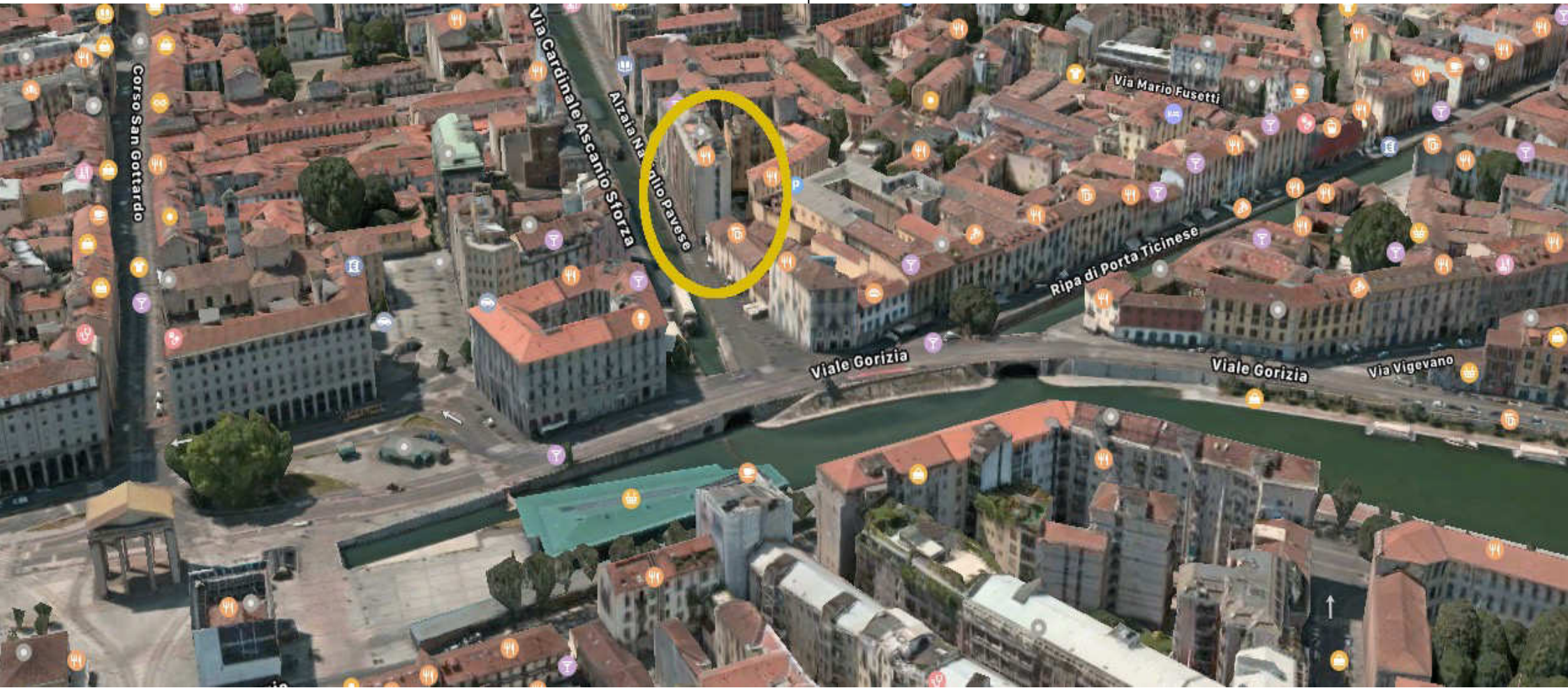
- NAVIGLI (ALZAIA NAVIGLIO PAVESE 08)

## DESCRIPTION:

The wall dominates the pedestrian island of the Naviglio Pavese, full of pub and breweries that till nowadays color and characterize this lively glimpse of the City. The proximity and size of the building make it clearly visible from the Darsena and cars waiting in the traffic along the Via Gorizia, busy at any time of day or night

## DETAILS:

- **SIZE 180 Sqm**
- **TRAFFIC TIP.: PEDESTRIAN / CAR**
- **CONTACTS: 900.000 / WEEK**
- **VISIBILITY: 165m**
- **OPTIONAL LIGHTING SYSTEM**







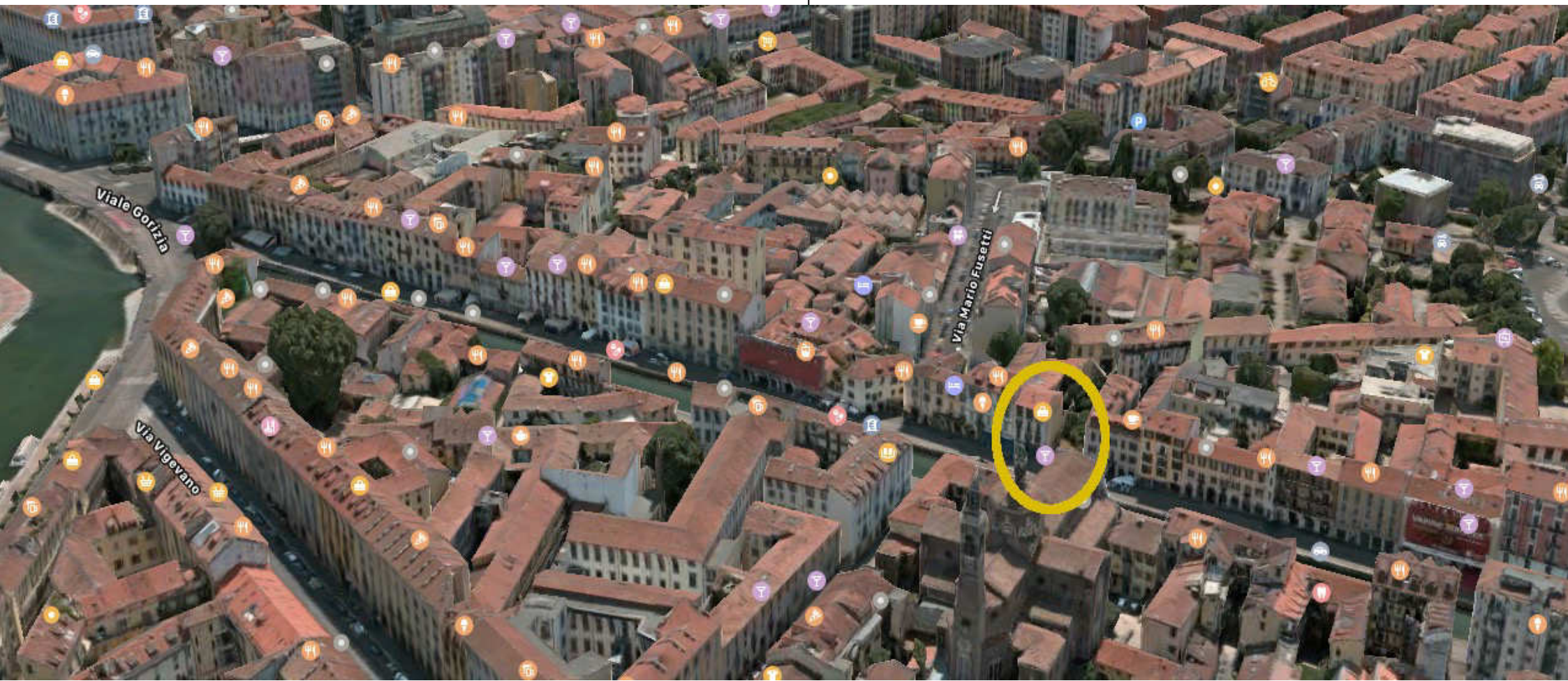
- NAVIGLI (RIPA DI PORTA TICINESE 39) -

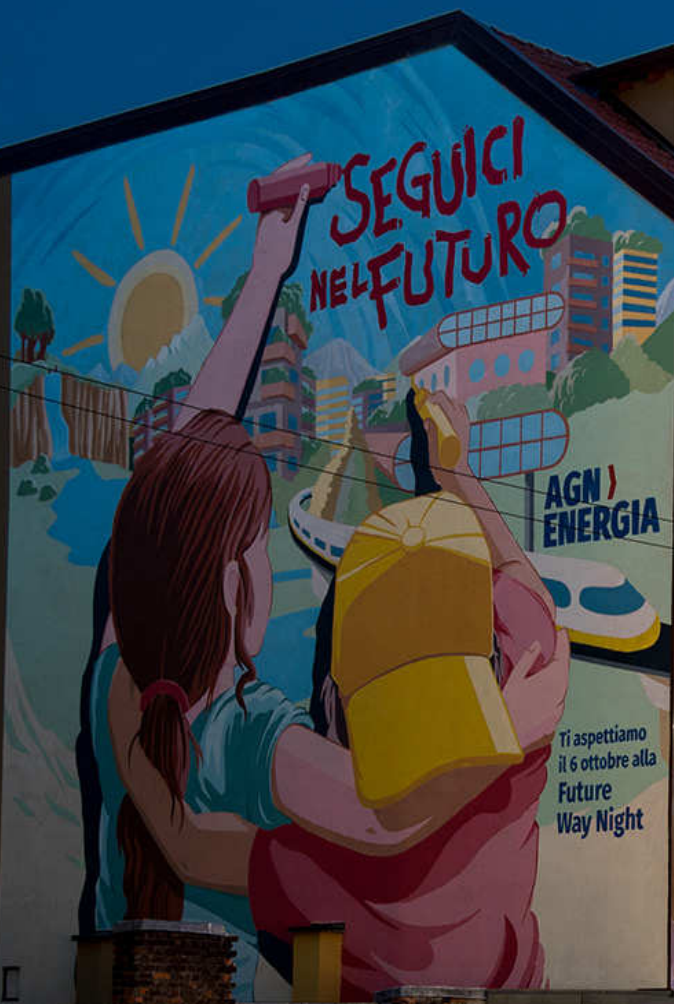
## DESCRIPTION:

Fantastic location in the heart of the Navigli area near the bridge of Via Corsico. In quantitative terms the contacts generated by this operation are monster while from the qualitative point of view, beyond the prestige of the area, the average exposure time for the audience is extremely high, making this location a must for our customers.

## DETAILS:

- **SIZE 100 Sqm**
- **TRAFFIC TIP.: PEDESTRIAN**
- **CONTACTS: 650.000 / WEEK**
- **VISIBILITY: 100m**
- **OPTIONAL LIGHTING SYSTEM**





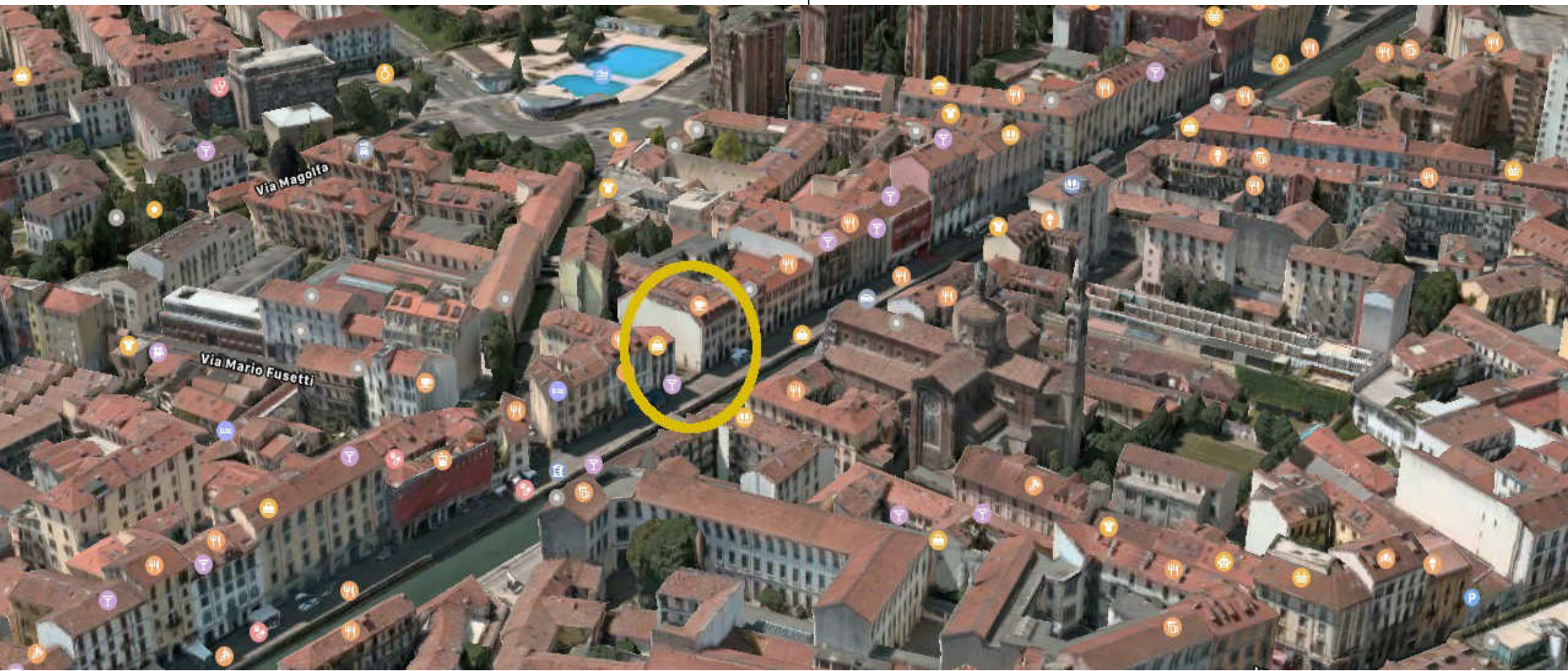
- NAVIGLI (RIPA DI PORTA TICINESE 43) -

## DESCRIPTION:

Always more the Navigli are the beating heart of the Milan renaissance, since the redevelopment and reopening of the Darsena the whole area has increased the commercial basin and the flows of visitors and consumers. The urban network has recently been completed, making the Naviglio Grande even more accessible and commercial. Together with the specular front of Ripa Ticinese 39 this position is a jewel in the busiest district of the City.

## DETAILS:

- **SIZE 90 Sqm**
- **TRAFFIC TIP.: PEDESTRIAN**
- **CONTACTS: 650.000 / WEEK**
- **VISIBILITY: 100m**





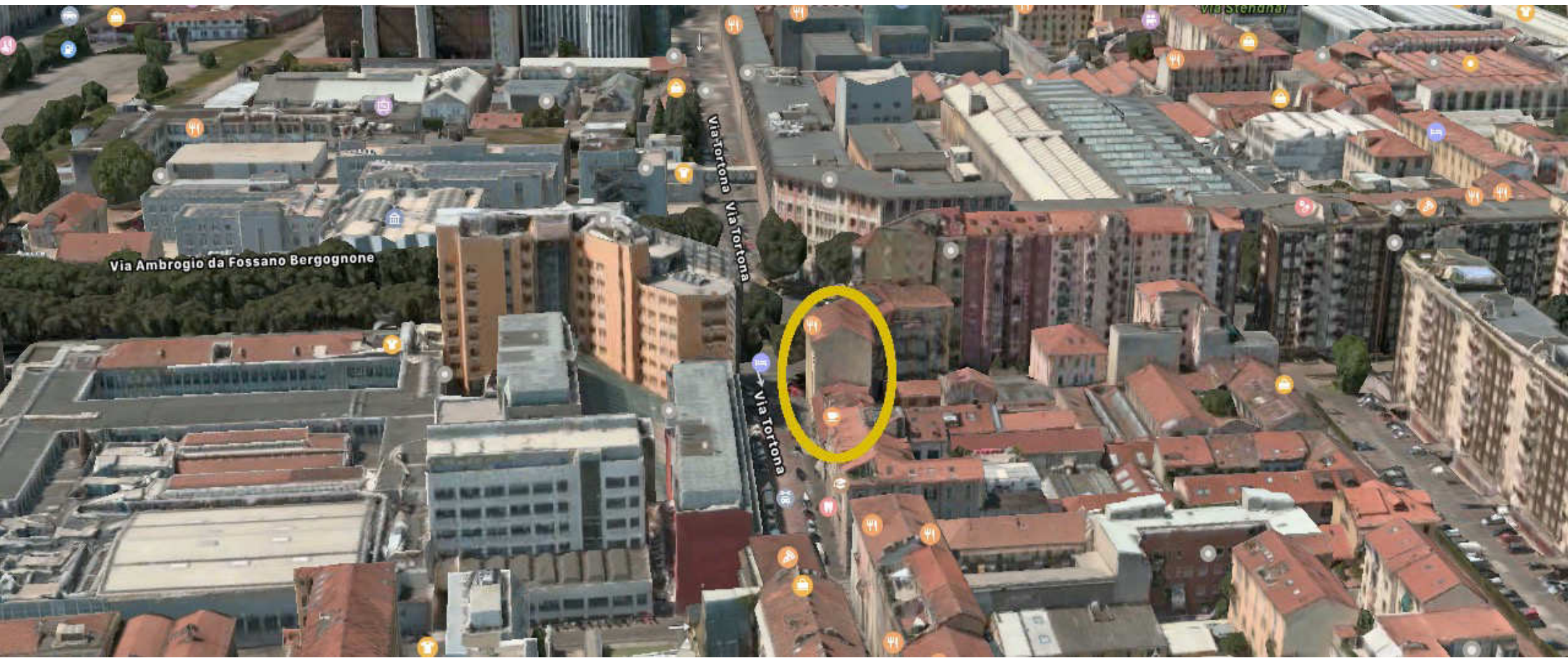
**- TORTONA DISTRICT (VIA TORTONA 36) -**

## DESCRIPTION:

Tortona District is the perfect meeting place for Design, in these contemporary buildings they hold the presentations of the new collections of important Made in Italy brands; the Design Week and the great spring show of the Fuori Salone are set up in these architectural spaces. Some of big names in fashion have moved their offices and helped to enhance this area: Armani, Fendi, Marras, Ermenegildo Zegna, Tod's, Diesel, Belstaff and others. A huge abandoned building now houses the Museum of Cultures – MUDEC

## DETAILS:

- **SIZE 100 Sqm**
- **TRAFFIC TIP.: PEDESTRIAN**
- **CONTACTS: 450.000 / WEEK**
- **VISIBILITY: 200m**
- **OPTIONAL LIGHTING SYSTEM**
- **QUICK AUTHORIZATION PRACTICE**





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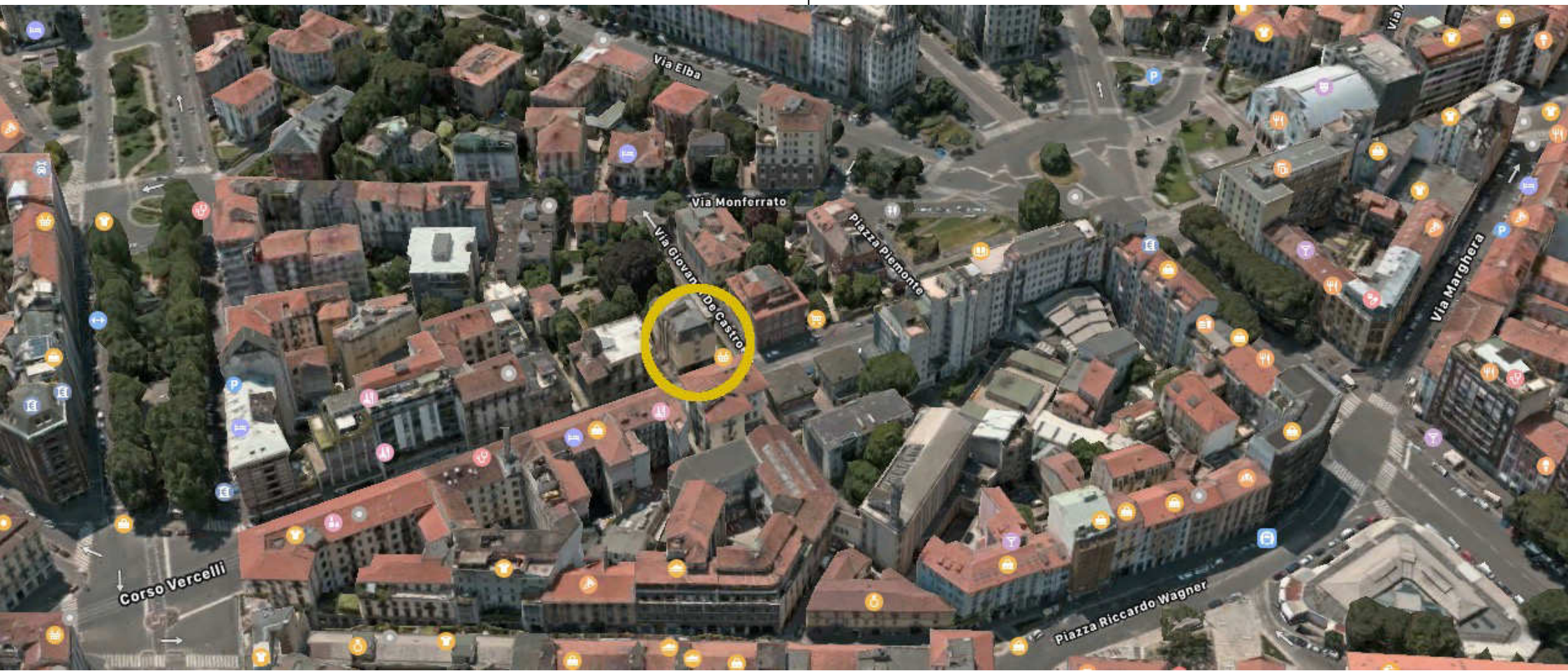
- PIAZZA PIEMONTE (CORSO VERCELLI 59) -

## DESCRIPTION:

Located a short distance from the city centre, Corso Vercelli, together with Corso Buenos Aires, is one of the most famous shopping streets of the city. The street is very busy every day and night, and it is considered one of the most elegant areas of the city thanks to the bookshops, theater, malls and luxury restaurants overlooking the avenue

## DETAILS:

- **SIZE 120 Sqm**
- **TRAFFIC TIP.: PEDESTRIAN / CAR**
- **CONTACTS: 550.000 / WEEK**
- **VISIBILITY: 150m**
- **NEARBY METRO STATION (MMI)**
- **QUICK AUTHORIZATION PRACTICE**





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**- SANTA SOFIA (VIA SAN CALIMERO 01) -**

## DESCRIPTION:

San Calimero is a narrow street that starts from the intersection of Via Santa Sofia and Corso di Porta Romana with a beautiful cobbled pedestrian street and then widens into a pleasant square. After a couple of nice places, you will find the church of San Calimero, building with ancient origins. The road to Gaetano Pini is embellished by the long work of street art with 14 Milanese celebrities that accompany the passage of many students and workers crossing the street and with the next opening of two new stations of the M4 pedestrian traffic is in continual increase.

## DETAILS:

- **SIZE 75 Sqm**
- **TRAFFIC TIP.: PEDESTRIAN**
- **CONTACTS: 100.000 / WEEK**
- **VISIBILITY: 40m**
- **NEARBY METRO STATION (M3/M4)**





Area  
Zona a  
traffico  
limitato  
a 1500 m<sup>2</sup>



- XXII MARZO (CORSO XXII MARZO 48) -

## DESCRIPTION:

Continuation of Corso di Porta Vittoria over Piazza Cinque Giornate, the course is one of the main Milanese commercial arteries. Very busy throughout the year because it is the link road between the city center and Milan Linate city airport. The district still preserves in the houses, in the covered markets and in the tiny tree-lined squares what it has been popular for years that has characterized the neighborhood built between the center and the Porta Vittoria

## DETAILS:

- **SIZE 350 Sqm**
- **TRAFFIC TIP.: PEDESTRIAN / CAR**
- **CONTACTS: 800.000 / WEEK**
- **VISIBILITY: 200m**
- **OPTIONAL LIGHTING SYSTEM**
- **NEARBY METRO STATION (MM4)**
- **QUICK AUTHORIZATION PRACTICE**





- TICINESE (VIA DEL TORCHIO, 04) -

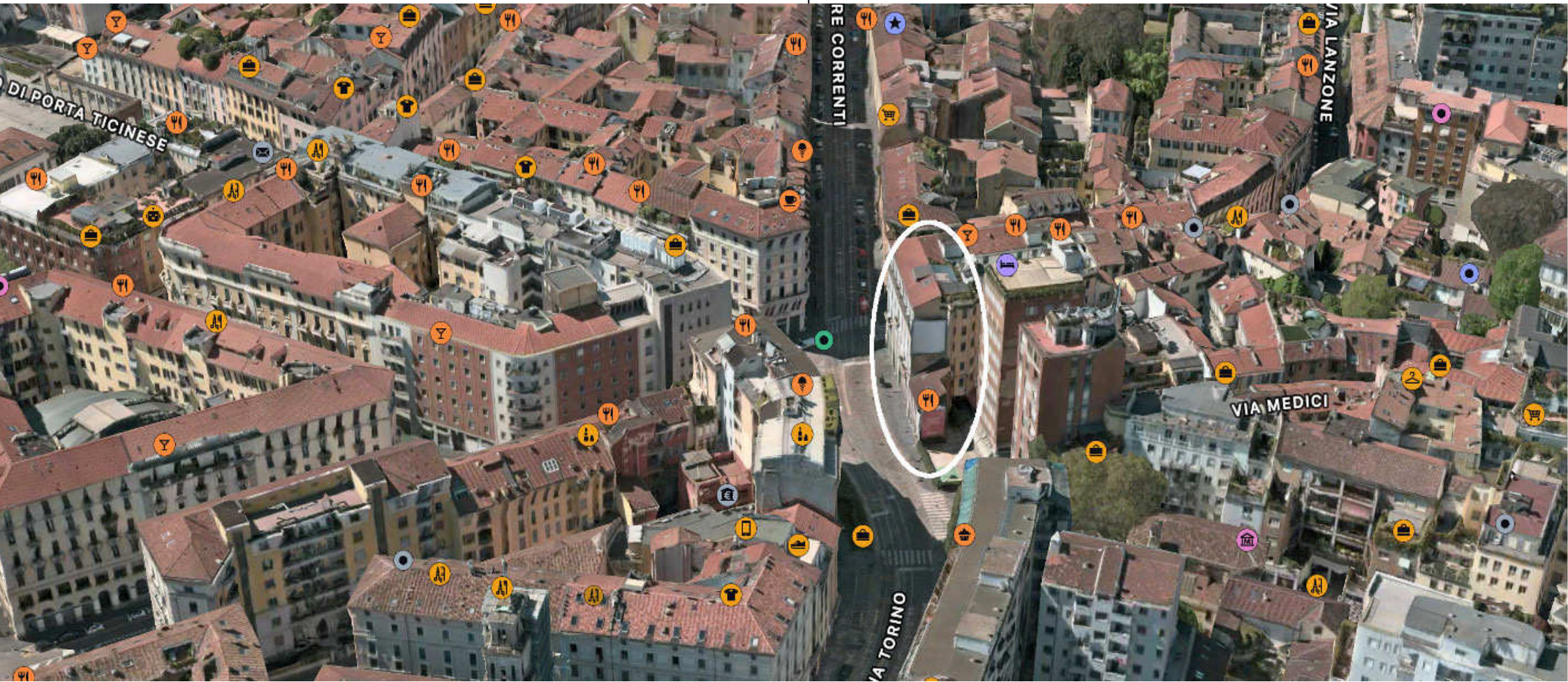
## DESCRIPTION:

Largo Carrobbio is in the heart of Milan, where you'll find attractions, museums, and bustling squares filled with locals and tourists alike.

In the shade of the glorious Duomo Cathedral (1,5 Km) between Torino street and San Lorenzo's columns, Carrobbio is in the middle of historic heritages and nightlife. The neighborhood is one of the most international zones of Milan.

## DETAILS:

- **SIZE 100 Sqm**
- **TRAFFIC TIP.: PEDESTRIAN / CAR**
- **CONTACTS: 1.200.000 / WEEK**
- **VISIBILITY: 100m**
- **NEARBY METRO STATION (MMI/MM4)**





- FONDAZIONE PRADA (CORSO LODI 50) -

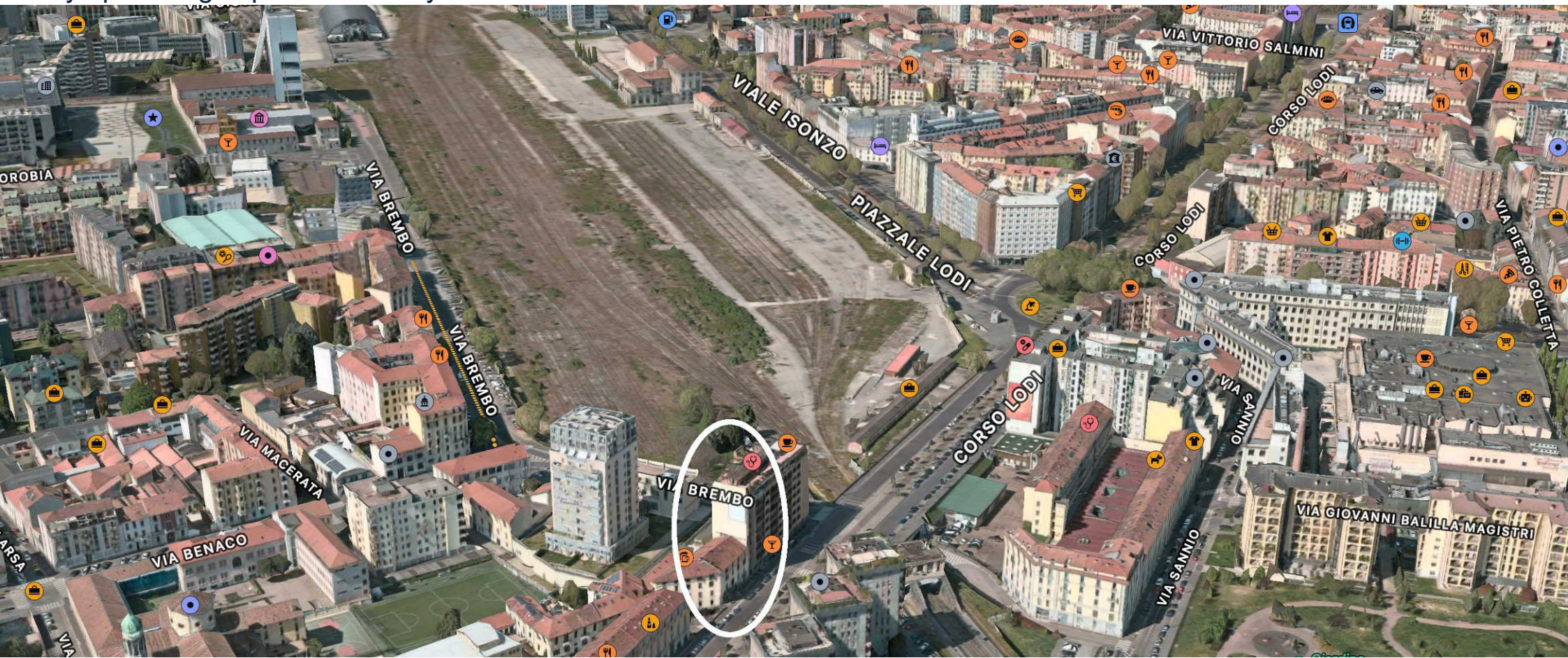
## DESCRIPTION:

The district was transformed into an emerging area around the Prada Foundation and the former railway yard: Scalo Romana is now one of the most fashionable districts of Milan thanks to the redevelopment that took place through avant-garde buildings and converted factories that host the most disparate cultural projects.

Much loved by young people and artists, it has been chosen to become the hub of the 2026 Milan-Cortina Olympic Games, with the creation of the largest of the Olympic Villages planned in Italy.

## DETAILS:

- **SIZE 250 Sqm**
- **TRAFFIC TIP.: PEDESTRIAN / CAR**
- **CONTACTS: 1.500.000 / WEEK**
- **VISIBILITY: 150m**
- **NEARBY METRO STATION (MM3)**





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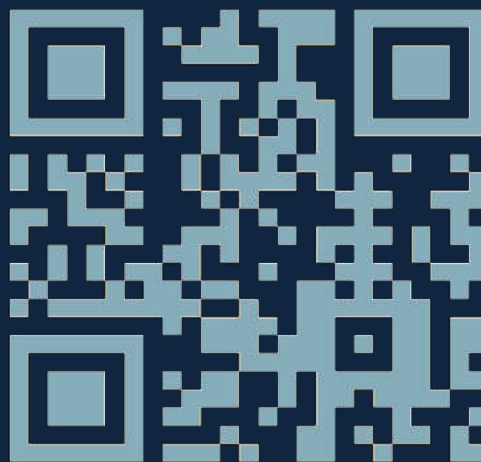
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