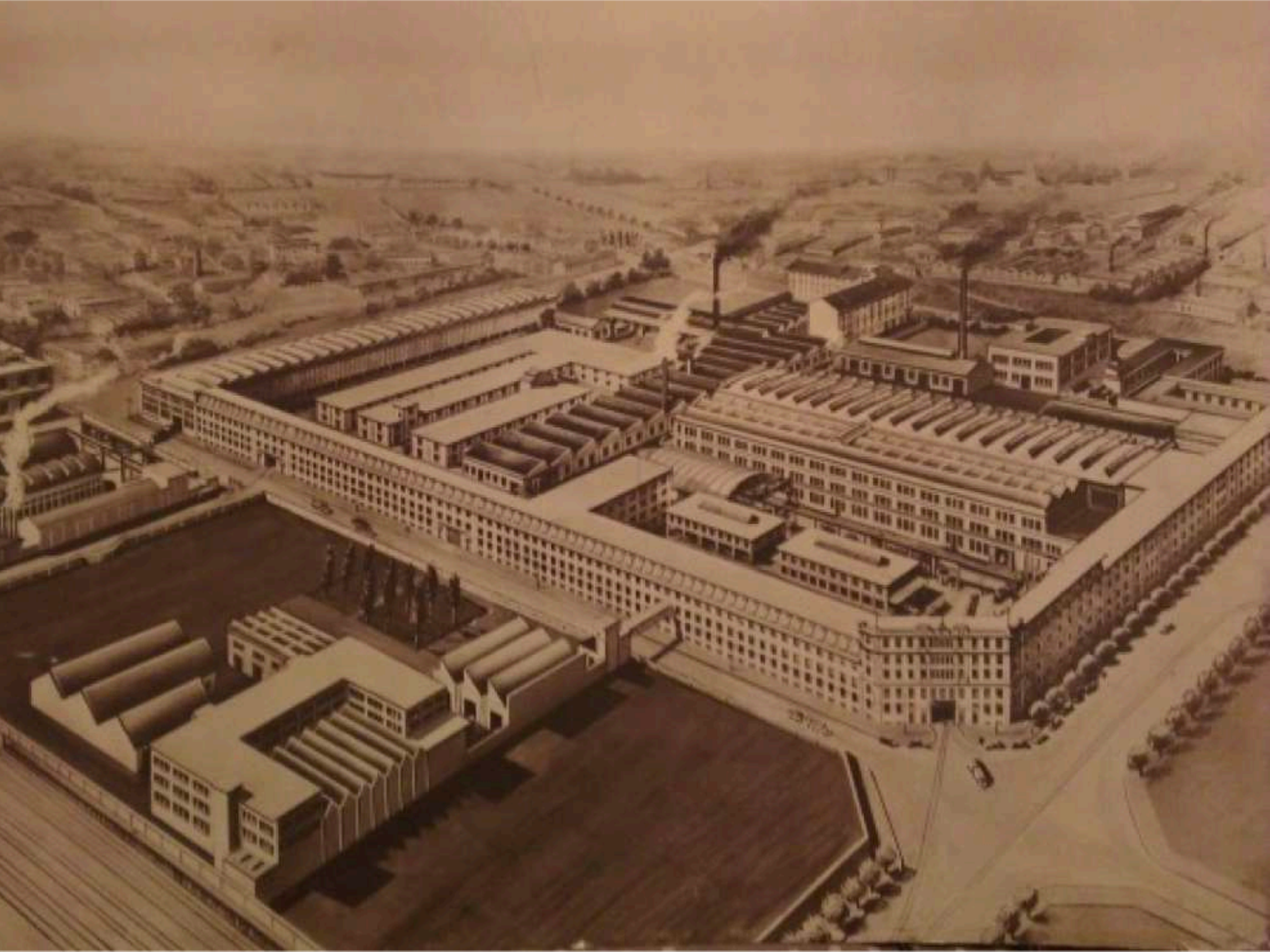


BASE

A PLACE FOR CULTURAL PROGRESS



THE BACKGROUND

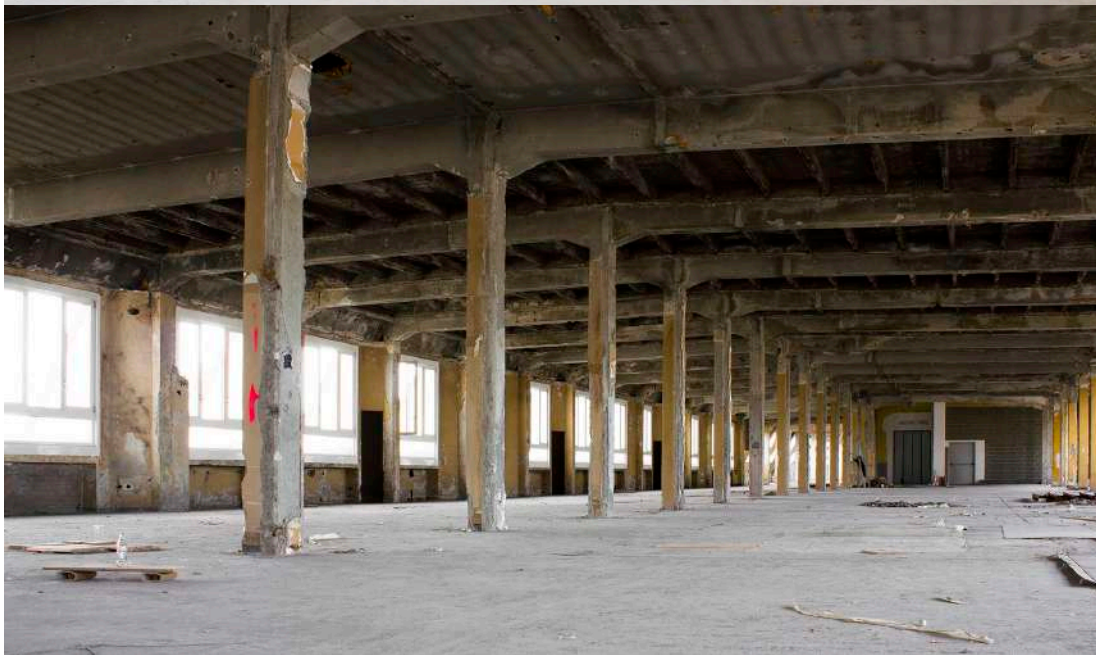
1900 – 1980
INDUSTRIAL SITE
70.000 MQ

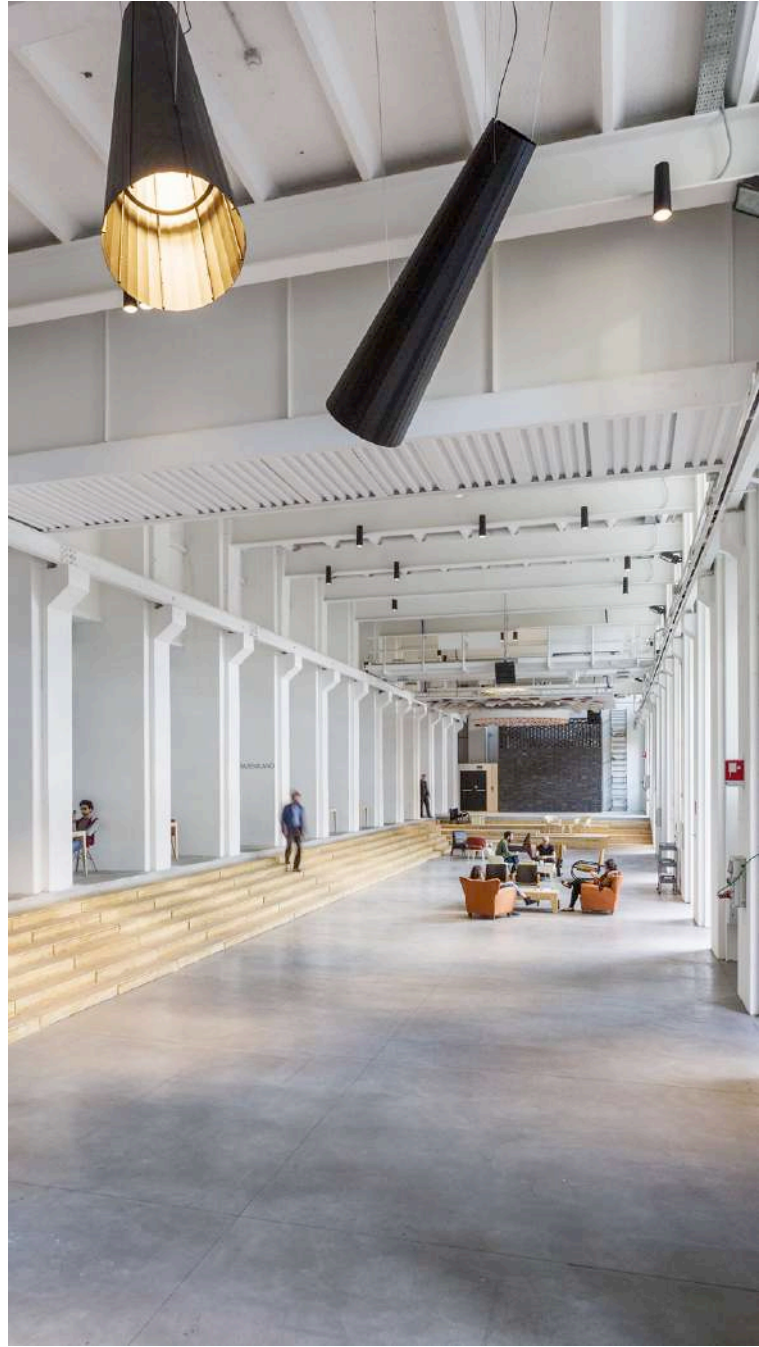
1989
THE MUNICIPALITY
ACQUIRES
THE AREA

1994
LA SCALA THEATRE
WORKSHOPS

2015
MUDEC
(MUSEUM OF
CULTURES)

BASE Milano
2014: CALL
2015: RENOVATION &
TEMPORARY USE
2016: OPENING





BASE Milano

A place for cultural progress

Urban regeneration, joint planning, and innovation in the creative industries.

BASE is a project for cross-pollination between the arts, enterprises, technology and social innovation. Our mission: to generate new reflections for 21st century cities, establish new connections between different arts, disciplines and languages, and boost milan's status among the great capitals of creative production.

Today the project is manifested in a **12,000m2 space** dedicated to exhibitions, performances, workshops and conferences, with a large studio and artists' residence.

Located within the ex-ansaldo complex, BASE is breathing new life into a monument of industrial architecture, exploring **new models of collaboration between public and private**: a state-owned building, entrusted by Milan City Council to a private, non-profit social enterprise, the self-financed outcome of a union between five different charities and businesses.



WHO WE ARE

BASE came into being thanks to the collected know-how of five companies who won a public call for entries in 2014 for the allocation of the former Ansaldo area.



Historic association for social and cultural promotion, music and entertainment



Consultancy firm, designing innovative solutions for sustainability



Cultural Enterprise, organising historic festivals like the Milano Film Festival and the Public Design Festival



Audio-visual production company, organising wide-reaching festivals like PianoCity and BookCity



Business incubator, managing one of the first co-working spaces in Milan

With the support of



FUNCTIONS



BURÒ. PROJECT HOUSE



casaBASE. ARTIST RESIDENCE



BAR BISTRO



SOCIAL CONCIERGERIE



EVENT



WORKSHOP



NETWORKING ACTIVITIES



OUTDOOR



500.000
VISITORS



200
COWORKER



35.000
MEALS



40.000
VISITS/MONTH

BASE



BASE Milano
67.000
LIKES ON FB
+1.500/MONTH



5.000
RESIDENTS



20
THEATRE SHOW



30
EXHIBITIONS



500
EVENTS



150
START UPS



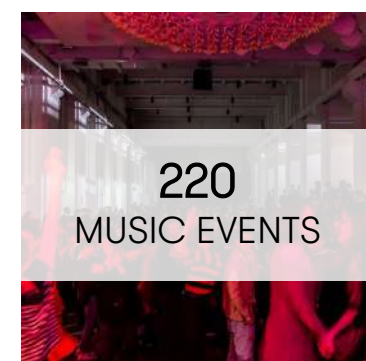
60
FESTIVALS



200
WORKSHOPS



600
TALKS



220
MUSIC EVENTS



BASE

BASE

BASE

APRILE
MAGGIO

BASE /bà·se/

- nome, singolare, femminile - 1. L'inizio di qualcosa di nuovo;
 - 2. Supporto che fa stare in piedi un oggetto e lo rende solido;
 - 3. Luogo di partenza per viaggi ed esplorazioni.
-
- noun, singular - 1. The beginning of something new;
 - 2. Groundwork which gives an object stability and solidity;
 - 3. Starting point for journeys and explorations.

ESTATE 2017

A PLACE FOR CULTURAL PROGRESS
BASE MILANO.IT
VIA BERGOGNONE 34
20144 MILANO

BASE

NOVEMBRE
DICEMBRE

SE

ESTATE 2016

A PLACE FOR CULTURAL PROGRESS
BASE MILANO.IT
VIA BERGOGNONE 34
20144 MILANO

GIUGNO

A PLACE FOR CULTURAL PROGRESS
BASE MILANO.IT
VIA BERGOGNONE 34
20144 MILANO

STABILIMENTO ESTIVO BASE 2018

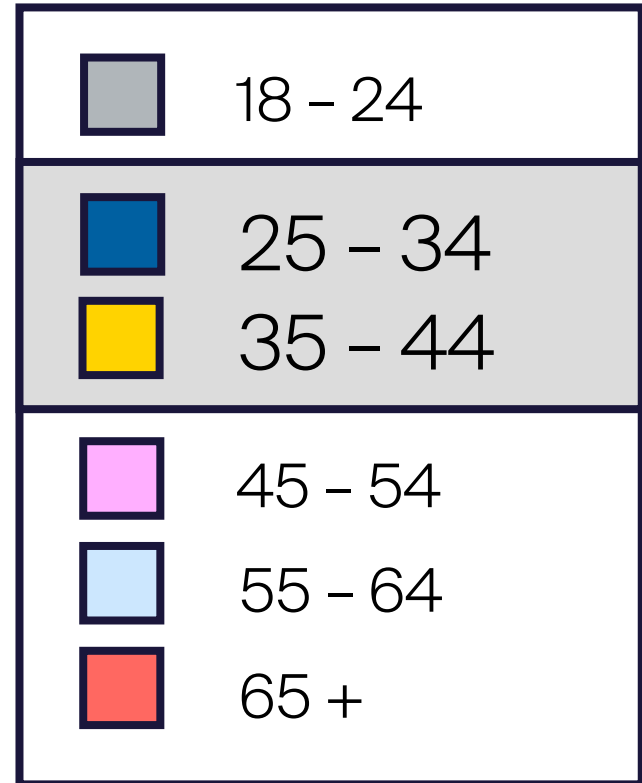
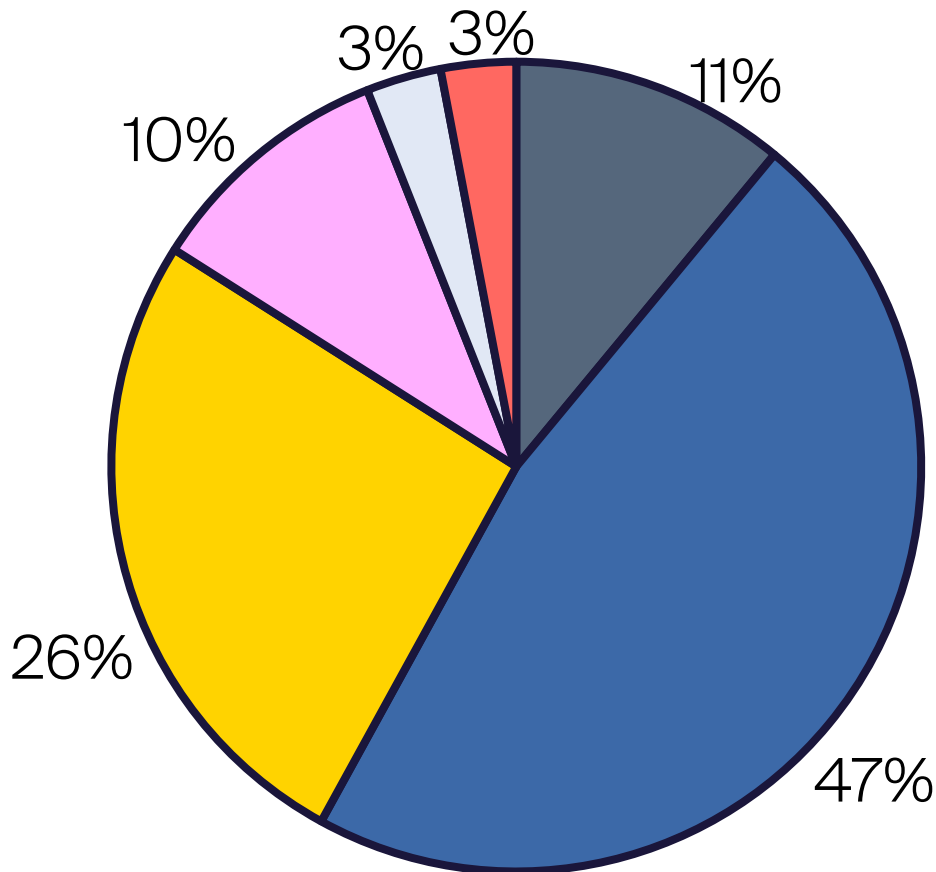
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WHO



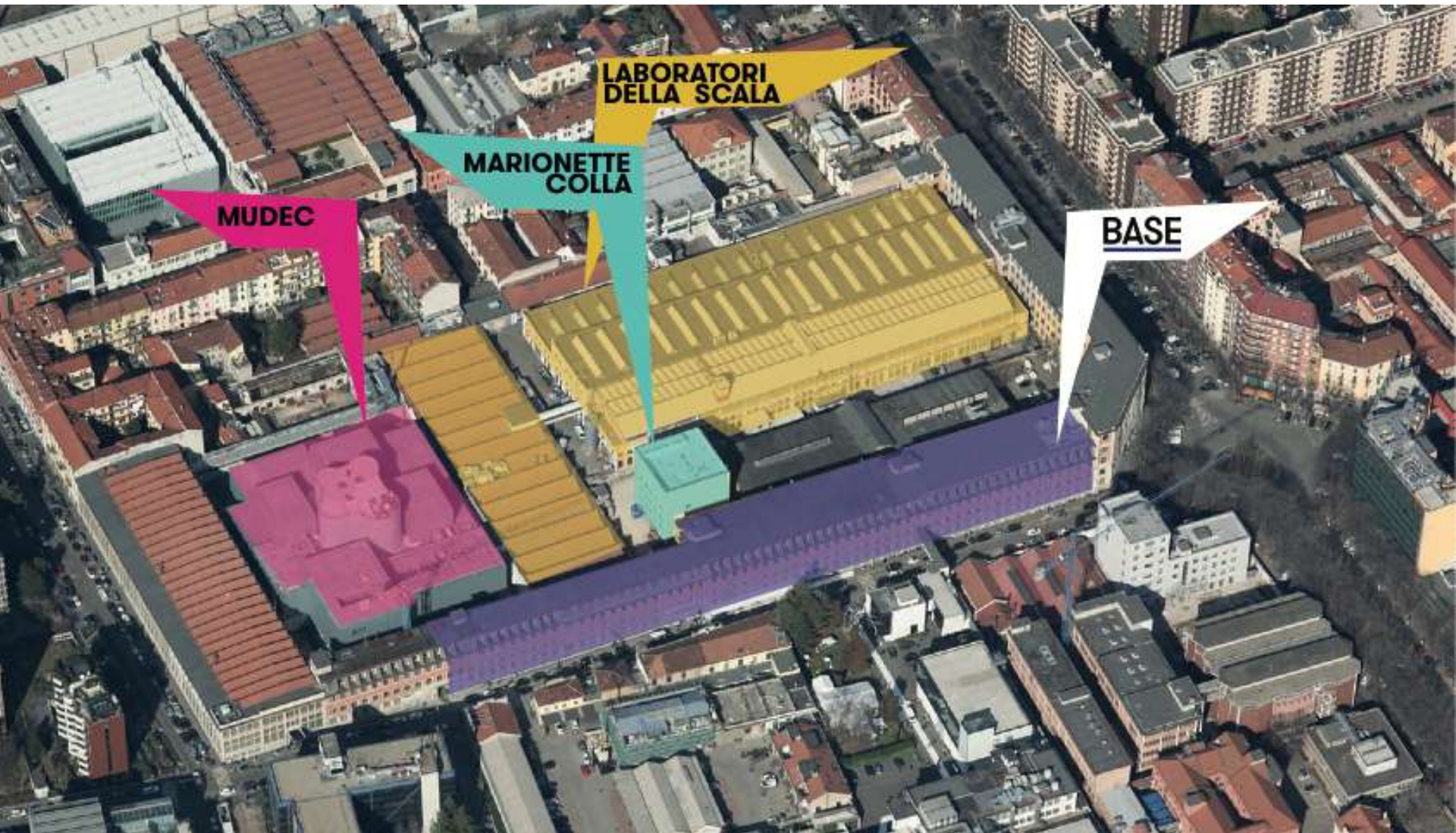
TARGET

The most represented category:
25-45 year-olds, young people and professionals
in the Italian and international creative industries,
residing in Milan and tourists, students and
influencers.





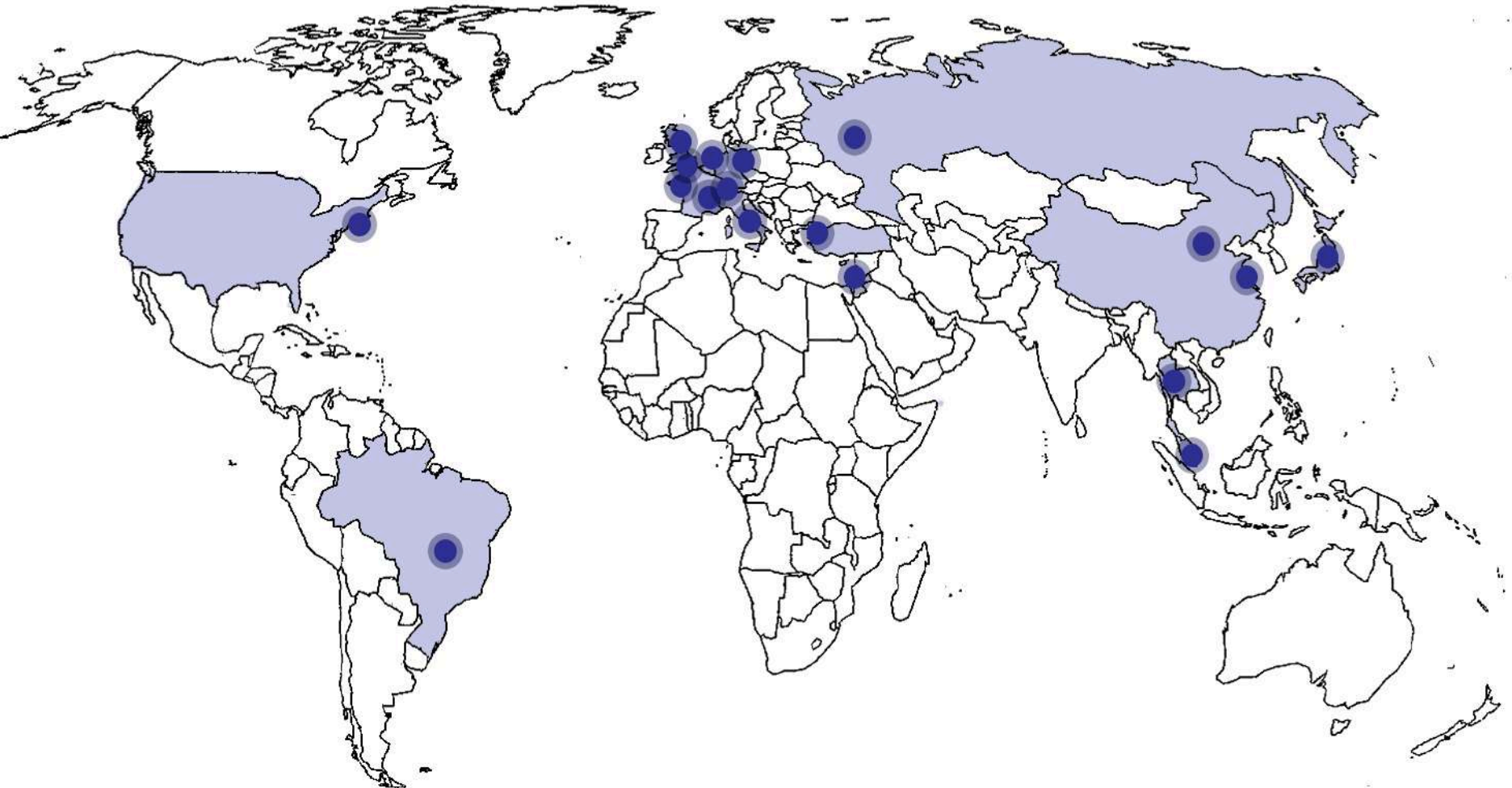
OUR NEIGHBOURS



INTERNATIONAL NETWORK

BASE is part of the **European Creative Hubs Network**, supported by British Council, with +50 European experiences in the cultural and creative field.

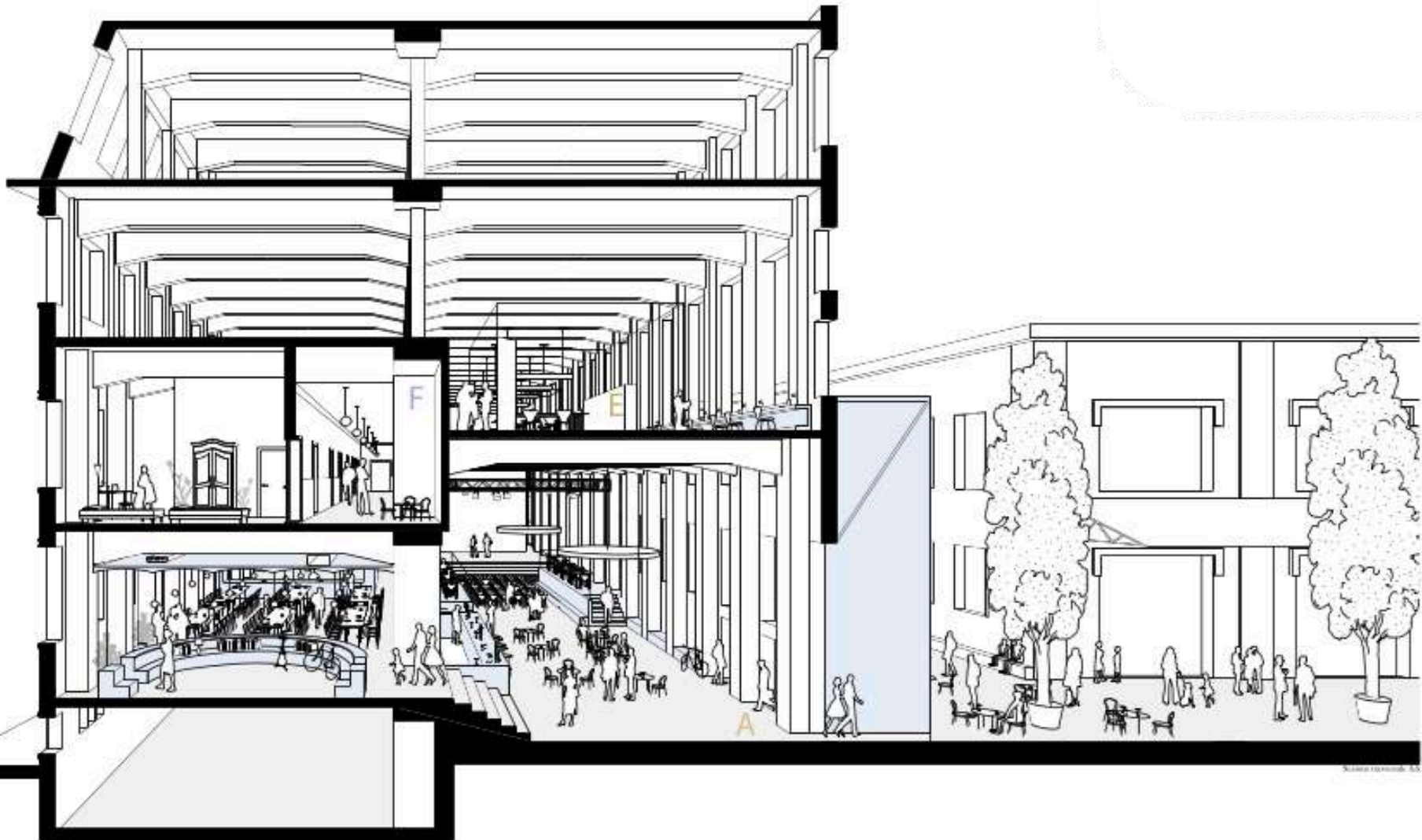
BASE has built a strong **International Network** among cultural centres, universities, artists, designers, community hubs, etc.



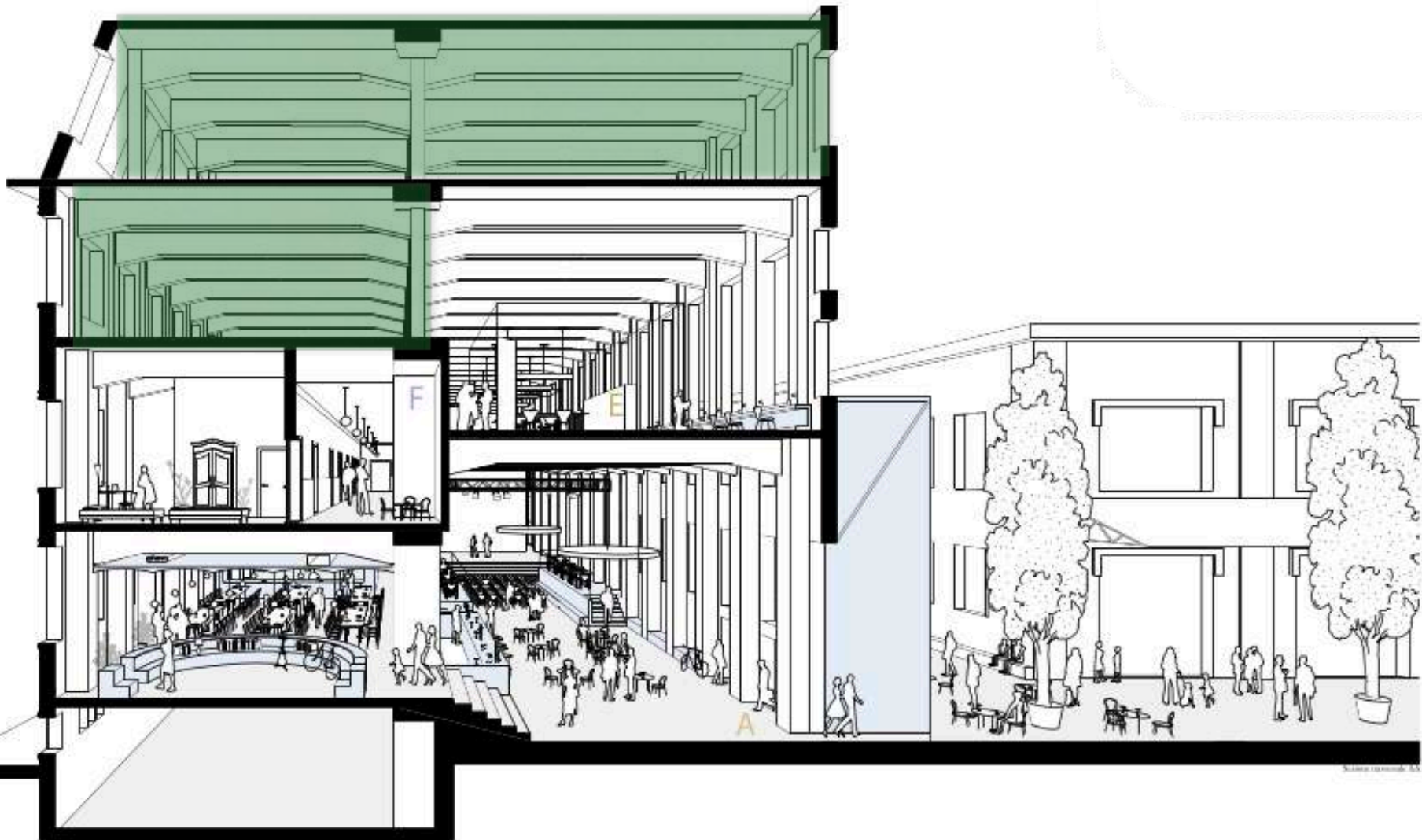
HOW



STEP 1: 2014/2016



STEP 2: 2017/2019



BUSINESS MODEL 2015-2032

RENOVATION COSTS: 14 MLN

Step 1 - 4 MLN

Step 2 - 10 MLN

PUBLIC FUNDING (Municipality): 5.3 MLN

Step 1 - 1.8 MLN

Step 2 - 3.5 MLN

GRANTS (Fondazione Cariplo): 800k

BANK MORTGAGE: 7.5 MLN



BUSINESS MODEL 2015-2032

ANNUAL BUDGET ABOUT 1.5 M

NO ORDINARY GRANTS, PRIVATE OR PUBLIC

BALANCE: MIX OF INCOMES FROM THE ACTIVITIES

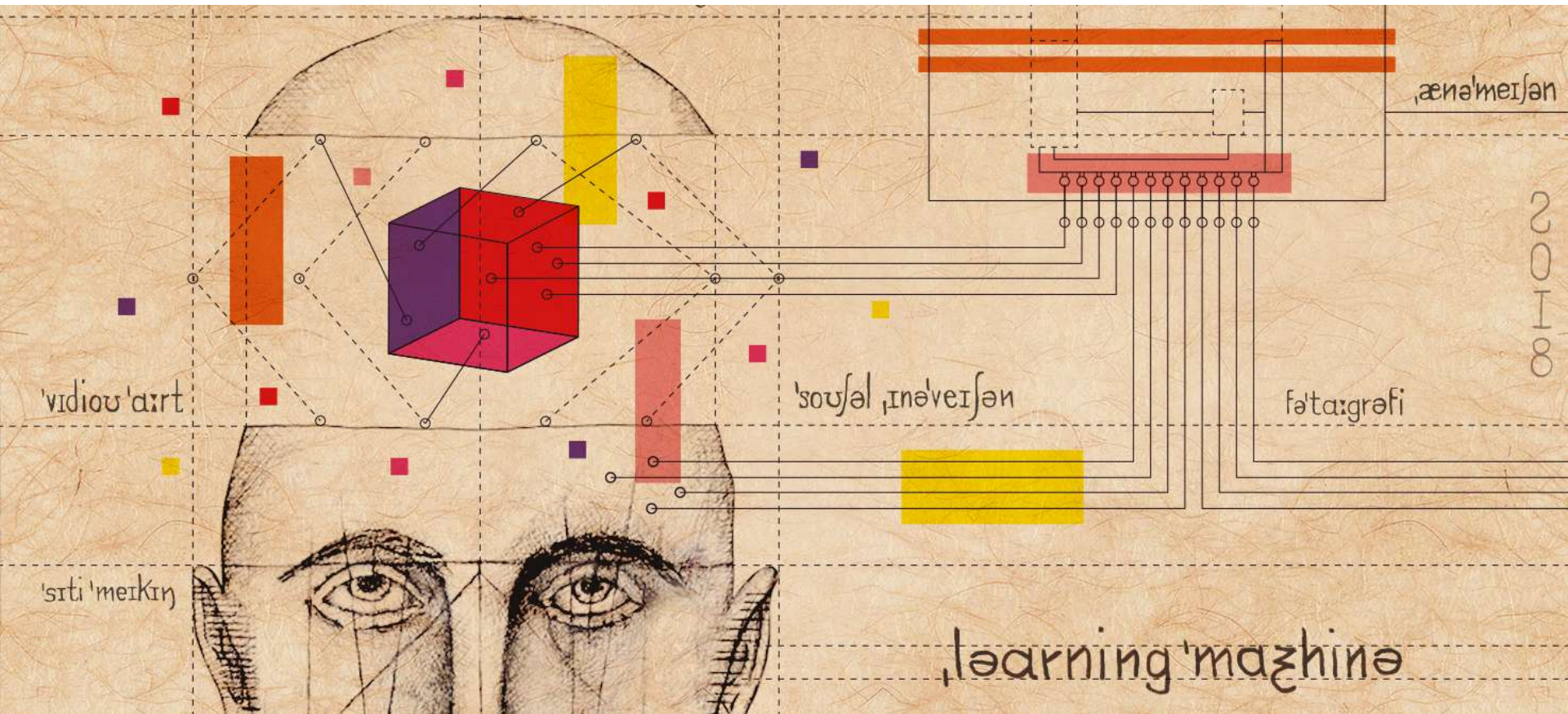




DEVELOPMENT 2018 - 2020

LEARNING MACHINE

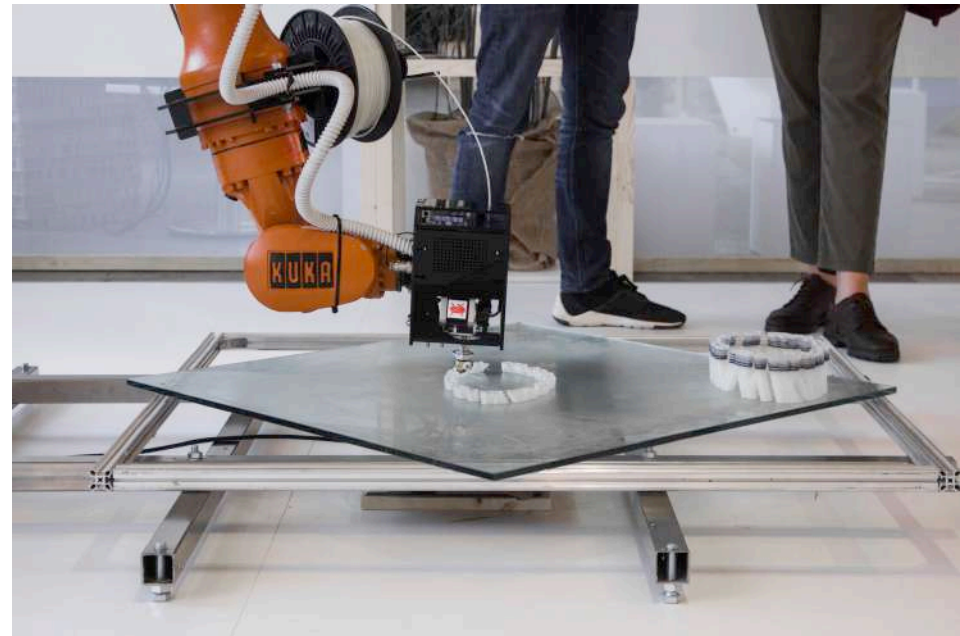
BASE is a machine for learning, a huge organism for **creation** and the **sharing of knowledge**. It functions as such for those who experience it on a daily basis, those who attend the events, and the many cultural organisers who work alongside us to offer a multi-disciplinary programme.



MUSIC HUB + MAKERSPACE

A hub dedicated to the music industry that encompasses the whole value chain, from ideation to promotion to the actual live performance.

A "Smart Factory" for Industry 4.0, augmented reality, robot automation and IoT.
An industrial automation hardware infrastructure integrated into a technology platform that works as "simulator" accessible by companies, startups and students.



THEMATIC AREAS

BASE Milano's thinking and actions between 2018 and 2020 will revolve around different challenges: large thematic areas broken down into interdisciplinary initiatives and projects aimed at operators and experts in that sector.

Each area will exist with the objective of interpreting and reinventing different expressive languages by creating involving and inclusive moments for every individual who, whatever their role, wishes to take part in this huge project.





CITY MAKING LAB Co-create the city

A permanent laboratory for processing, experimentation and dialogue between the business world, the community, and the local administration when it comes to urban activation and regeneration.

BASE PROTOTYPES - DESIGN

BASE interprets the rapid transformation of places and services for work, living, leisure and cultural enjoyment. A radical redefinition in the design of categories such as home, office, museum, etc.





BASE CINEMA

BASE Cinema is a cross reflection on contemporary audiovisual productions. It is a hybridized cinema that pays attention to neighboring areas, investigating synergies among different visual art fields.

CREATIVE INCUBATOR

A space for the best national and international artistic talents to exhibit and meet. A site for the scouting and mentoring of young talents and a launching pad from which to spread the message among a larger public.



FUTURE CHALLENGES

IDENTITY AND POSITIONING

NEIGHBOURHOOD / LOCAL RESIDENTS

INTERNATIONAL NETWORKING



