



PLATFORM  
**REAL ESTATE**  
2025







## Who's Platform

**Platform** is a publishing platform with a European circulation, which has been operating for years in the field of project culture through the production of content and **cultural events**, consisting of a printed magazine, website and social media, aimed at all the main players in the **project supply chain**: architecture studios, interior designers, developers, general contractors, trade fairs and companies in the sector.

The magazine was born in **2015** as a direct continuation of 'a+d+m. architecture, design, materials.' and aims to represent a real **platform**, hence the name of the magazine, for the world of architecture and design in Italy and internationally. Platform is also distributed digitally on the

web and through digital newsstands.

The **Network** is supported by a web portal and social media, and is mainly based on a constant activity consisting of educational, cultural and relational b2b events in the world of architecture and interior design. Platform is in fact a point of reference for the promotion and networking activities between the various players in the design world, thanks to its **Casa Platform** brand and the major cultural events it has conceived and organised over the years, such as **Archmarathon** and **CasaPlatformVenezia**. Platform has also always collaborated with the main trade fairs, especially Italian ones, in the architecture and design sector by organising events, exhibitions and conferences.





PPAN is the scientific advisor for real estate for Platform. After the successful collaboration at the first edition, PPAN is also communication advisor and content partner for the 2025 edition.

PPAN





## Who's PPAN

PPAN is an independent communications and networking company that produces, manages and disseminates specialised content on the transformation of cities and the construction and real estate industry. PPAN was founded in 2014 by Paola Pierotti and Andrea Nonni, curates and activates communication strategies and plans, through targeted consultancy with an interdisciplinary team, from

journalism to management. It supports public and private clients, and acts as a partner to bring added value and build the reputation of the projects and actors involved. At the end of 2024, PPAN Academy was established with the intention of expanding the scope of action from information and communication to higher education, also on an international scale.

## What is Platform Real Estate

Platform Real Estate is a two-day event dedicated to providing an up-to-date representation of the state of the art of Real Estate in Italy. The **protagonists are the developers themselves** who, through their own developments and aspirations, provide a picture of trends and prospects. In **dialogue with them** are institutional players and representatives of the **Public Administration**, to explore how the private world can make a concrete contribution to the construction of the public city. The **real estate sector is going through a phase of profound transformation, influenced by technological innovations, changes in buyers' preferences, new regulatory aspects and major issues such as**

climate change to be considered among the decisive impacts. The **event, conceived by Platform and co-produced with PPAN**, aims to provide an up-to-date outlook, through the voice of the protagonists, on the challenges of real estate, with a direct impact on the transformation and regeneration of Italian cities. The **initiative, at its second edition after the success of 2024**, offers a unique opportunity for professionals involved in the enlarged construction and real estate industry to share experiences, develop contacts and get updated on the latest news and strategies in the Italian real estate market, also thanks to the direct confrontation with governmental and administrative representatives.

## To whom it is addressed

This event represents a unique opportunity for all participants to get in touch with key market players, exchange ideas, develop partnerships and gain a comprehensive view of current trends and future developments in the real estate sector in Italy.

**01 Investors:** representatives of investment funds, private equity companies and institutional investors.

**02 Real estate developers:** real estate developers, who will present their current and future projects, as well as the innovative strategies they have adopted.

**03 Construction companies:** realities operating in the field of construction, renovation and maintenance of real estate.

**04 Architects, urban planners and engineers:** the world of technical professions in architecture, urban planning and regeneration.

**05 Brokers and real estate agents:** real estate brokers who will be able to give their input on market feedback

**06 Lawyers and legal consultants:** legal professionals specialised in urban planning and real estate law

**07 Technologists and innovators:** companies and start-ups operating in the field of real estate technology, with a special focus on those who are riding high on the digital revolution in the world of services.

**08 Academics and researchers:** scholars who will present studies and analyses on the dynamics of the real estate market and future forecasts.

**09 Representatives of institutions:** public officials and representatives of local and national authorities who will discuss government policies and initiatives to support the real estate sector.





PLATFORM  
REAL ESTATE

“**10<sup>th</sup>** and **11<sup>th</sup>** November  
**MAXXI** - National Museum  
of XXI Century Arts  
in **Roma.**”





## Where and when

The Platform Real Estate event will be held on 10<sup>th</sup> and 11<sup>th</sup> November at MAXXI - Museo nazionale delle arti del XXI secolo. The choice of this location is not random, as MAXXI represents a successful example of urban regeneration, perfectly embodying the spirit of innovation and renewal that characterises the entire event. MAXXI, located in Rome's Flaminio district, was designed by architect Zaha Hadid and inaugurated in 2010. MAXXI stands on an area formerly occupied by military barracks, transformed into a futuristic, multifunctional space that combines art exhibitions, cultural events and educational

initiatives. This transformation has had a significant impact on the Flaminio district, contributing to its rebirth and attractiveness. Important initiatives are still underway in this quadrant of Rome, both for the long-awaited redevelopment of the Via Guido Reni area and for the construction of the museum extension, the so-called Grande Maxxi, whose construction sites will start by the beginning of 2026. Choosing the MAXXI as the venue for Platform Real Estate underlines the importance of urban regeneration and architectural innovation, themes that are likely to connote the quality of real estate in our country.

“  
**10<sup>th</sup> e 11<sup>th</sup> November**  
**MAXXI** - National Museum  
of XXI Century Arts  
in **Roma**  
”



## Topics

- 01 Urban Regeneration:** redevelopment projects and sustainable urban development.
- 02 Regulation:** analysis of current and new regulations in the real estate sector.
- 03 Artificial Intelligence in Real Estate:** use of AI to optimize real estate transactions and predict market trends.
- 04 ESG and Sustainability:** implementation of sustainable practices and ESG (Environmental, Social, Governance) criteria.
- 05 Living the city of tomorrow:** proposals, plans and solutions to tackle the housing crisis. Student and senior housing: market demand and possible solutions.
- 06 Hospitality:** trends and strategies in the hospitality and accommodation sector.
- 07 Large infrastructures serving the city, logistics and data centres:** projects and developments of dynamic ecosystems integrating servers and network equipment to ensure maximum uptime of infrastructure, services and platforms.
- 08 Public Real Estate Management:** strategies and challenges in the efficient management of public real estate.



## Who took part in 2024

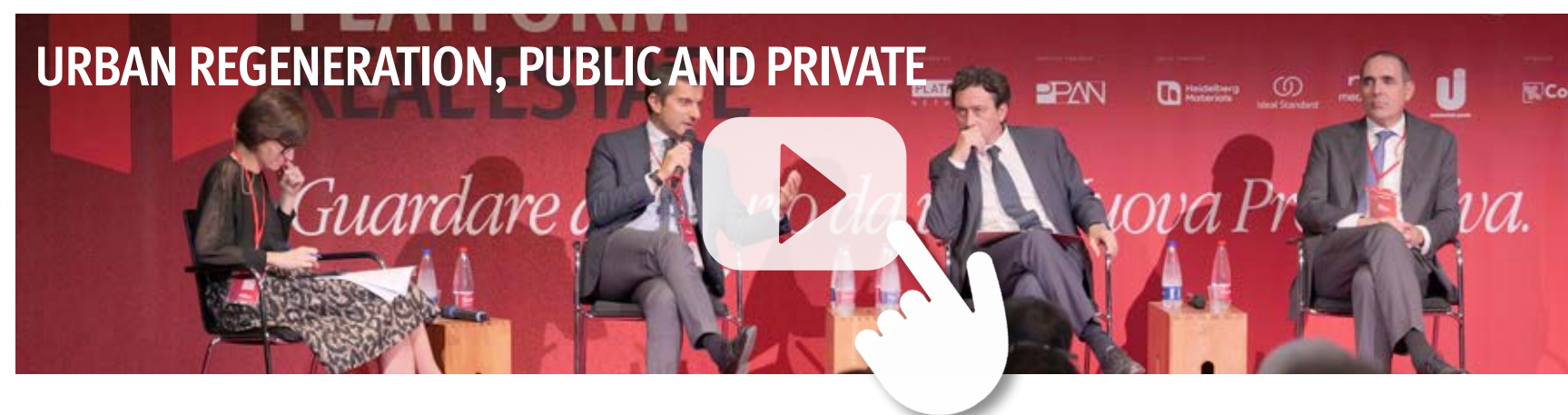
The conference, first held in 2024, was attended by leading industry experts who shared their knowledge through a series of panel discussions lasting one hour each. Discussions and insights were journalistically moderated by Paola Pierotti, co-founder of PPAN, which was content partner of the initiative. The event was a great success precisely because it represented a unique opportunity to explore the various dimensions of the real estate sector, fostering dialogue and the exchange of ideas between the main market players, developing collaborations and obtaining a comprehensive view of current trends and future evolutions of the real estate sector in Italy. The 2025 edition aims to represent the direct continuation of what emerged in the first edition.

### THE PROTAGONISTS OF PLATFORM REAL ESTATE

ALGEBRIS INVESTMENTS	FS SISTEMI URBANI
AMUNDI REAL ESTATE ITALIA SGR	GBC - GREEN BUILDING COUNCIL ITALY
ANCE ROMA - ACER	GENERALI REAL ESTATE
ARDIAN ITALY	GREEN STONE SICAF SPA
AREC NEPIX	GREYWALL CAPITAL
AREL	HINES ITALY RE SPA
ARTISA GROUP ITALIA	IN/ARCH
BORGOSIESIA	INVESCO REAL ESTATE
BORIO MANGIAROTTI SPA	INVESTIRE SGR
CAM GROUP	INVITALIA
CNAPPC	IUAV
CDP SGR	KERVIS SGR
CASTELLO SGR	LENLEASE
COIMA SGR	MARINA DEVELOPMENT CORPORATION
COMUNE DI ROMA	MIRIA ASSET MANAGEMENT LTD
CNI	NHOOD
CONSORZIO INTEGRA	NOMISMA
COSTIM	NS COSTRUZIONI
EUROMILANO	OAR
FACOLTÀ DI ECONOMIA UNIVERSITÀ	REAM SGR SPA
DEGLI STUDI DI CASSINO E	REDO SGR INU
DEL LAZIO MERIDIONALE	SOCIETÀ GIUBILEO 2025
FIABCI	SONAE SIERRA
FININT INVESTMENTS SGR	STILE SPA



## Platform Real Estate 2024 Round Tables





# 2024 Committees and Sponsorships

## SCIENTIFIC COMMITTEE

- Direttore **Bellicini Lorenzo** - CRESME
- Direttore Sviluppo **Marcatili Marco** - NOMISMA
- Presidente **Musso Micaela** - AREL
- Prof. **Casini Lorenzo** - ISTITUTO RICERCA PUBBLICA AMMINISTRAZIONE
- Prof. **Ciaramella Andrea** - POLITECNICO DI MILANO
- Prof. **De Bonis Luciano** - UNIVERSITÀ DEGLI STUDI DEL MOLISE
- Prof. **Micelli Ezio** - UNIVERSITÀ IUAV DI VENEZIA
- Prof. **Piras Giuseppe** - UNIVERSITÀ DI ROMA LA SAPIENZA
- Prof. **Presicci Marcello** - SCUOLA POLITICA “VIVERE NELLA COMUNITÀ”
- Prof. **Sepe Marichela** - UNIVERSITÀ DI ROMA LA SAPIENZA
- Prof. **Talia Michele** - UNIVERSITÀ DI CAMERINO
- Prof. **Trapani Ferdinando** - UNIVERSITÀ DEGLI STUDI DI PALERMO

## CONTENT PARTNER

- PPAN

## Patronages

- Ministero delle Infrastrutture e dei Trasporti
- Regione Lazio
- Comune di Roma Capitale
- ANCE - Associazione Nazionale Costruttori Edili
- AREL - Associazione Real Estate Ladies
- ASPESI
- CNAPPC - Consiglio nazionale degli architetti, pianificatori, paesaggisti, conservatori
- CNI - Consiglio Nazionale degli Ingegneri
- ENPAM
- FIABCI - International Real Estate Federation ITALIA
- GBC Italia - Green Building Council
- IN/ARCH - Istituto Nazionale di Architettura
- INU - Istituto Nazionale di Urbanistica

## ADVISORY BOARD

- Errico Cassese
- Giulia Floriani
- Michela Lucariello
- Francesco Mingrino
- Paola Pierotti

## ORGANISER

- General Director **Simona Finessi**
- Creative Director **Angelo Dadda**
- Marketing Communication **Alessia Dondolini**
- General Coordination **Luisa Parisi**
- Production Conference **Cristina Bigliatti**
- Editorial Production **Daniela Garbillo**
- Visual Designer **Paolo Veirana, Sara Piccardo**
- Video **Angelo Dadda, Sara Piccardo**



## Sponsors of 2024

### MAIN SPONSOR

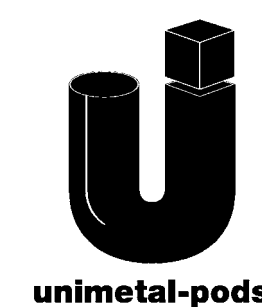
- Heidelberg Materials
- Ideal Standard
- Ceramica Mediterranea
- Unimetal-pods

### SPONSOR

- Compagnia Immobiliare Italiana
- H3re
- Cogefa SpA
- PlanRadar

### TECHNICAL SPONSOR

- Stamperia Artistica Nazionale







# Networking Opportunities





## Networking Opportunities

During the two days of the “**Platform Real Estate Roma 2025**” conference, organised at MAXXI in Rome on 10<sup>th</sup> and 11<sup>th</sup> November, significant **networking opportunities** for speakers and sponsors are planned, such as lunch breaks, carefully designed to encourage moments of **discussion and collaboration**. Dedicated sponsor tables will be set up in MAXXI’s Mediterraneo restaurant, offering a reserved space where company representatives will be able to **interact directly with the speakers**. This arrangement will not only allow an informal exchange but also **encourage the building of strategic and valuable relationships**. Sponsors will be able to use this space to **present their**

**businesses**, share innovative ideas and **explore the topics discussed** during the conference sessions. Speakers, in turn, will have the opportunity to **explore topics** of common interest with key players in the sector, thus strengthening ties between the academic, institutional and business worlds. These moments represent a unique opportunity to **generate synergies**, foster collaborations and **expand one’s network** of professional contacts, all in a convivial and stimulating atmosphere. The choice of format aims to ensure a **constructive dialogue** between participants, enhancing the **strategic role** of sponsors in promoting innovations and **best practices** in the sector.



## Gala Dinner

On the occasion of the Platform Real Estate event, an exclusive Gala evening will be organised in the magnificent Salone d'Onore of the historical **Palazzo Orsini Taverna**. This event represents a **strategic moment** to foster networking and create **business opportunities** and **partnerships** in a setting of absolute beauty and refinement. The gala dinner, the highlight of the **first day** of the conference, will offer participants an **elegant** and **prestigious** setting to share experiences and consolidate professional relationships. The Salone d'Onore, with its frescoes and **works of art**, will add a unique touch to this occasion, emphasising the combination of **tradition** and

**innovation**. Palazzo Orsini Taverna, located in the heart of Rome, is an architectural **jewel reflecting** centuries of history and culture. From its medieval origins to its successive transformations, it has become one of the finest symbols of the city's **artistic heritage**. Today, the palace hosts **exclusive events** that allow participants to immerse themselves in an atmosphere full of charm and prestige. This special evening promises to be a **memorable experience**, combining culinary excellence with the opportunity to create **high-level connections**, all in an extraordinary setting that enhances the **strategic value** of **networking**.

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**10<sup>th</sup> November** 9:00 p.m.  
**Palazzo Orsini Taverna**  
Salone d'Onore  
”





## CONTACTS

Alessia Dondolini

dondolini@platformnetwork.it

## PLATFORM NETWORK SRL

17100 Savona, via Pietro Paleocapa 17/7

20121 Milano, Piazzetta di Brera 24/6

00186 Roma, Palazzo Taverna, Via di Monte Giordano 36

[www.platformarchitecture.it](http://www.platformarchitecture.it)

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