

what is mare culturale urbano?



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mare culturale urbano is an artistic and cultural production center with a strong vocation for urban regeneration and social impact. Born in 2016 in the San Siro neighborhood, it is now active in several zones of Milan with a network of hybrid spaces that integrate culture, community and business.

mare enlivens neighborhoods year-round with concerts, festivals, outdoor cinema, artistic residencies, workshops, events for children and families, community gatherings and moments of nonformal education. Each space is designed as a contemporary, accessible and inclusive square where culture and proximity meet.

mare's economic engine are the catering services offered, space rental, event design for individuals and companies, and cultural design for public agencies, foundations, and businesses.

mare is a permanent urban laboratory where art, participation and business intertwine to generate cultural well-being and social cohesion.

gli spazi ibridi socioculturali



In recent years, a number of socially and culturally based urban regeneration experiences have emerged in Milan with similar characteristics and supported by private investment and/or other institutions or banking foundations and philanthropic entities.

Together, these initiatives have led to the emergence of numerous places of sociality, aggregation and cultural enjoyment in neighborhoods through the rehabilitation of a portion of public and private real estate assets that have been abandoned, underutilized or confiscated from organized crime (e.g., former industrial spaces, farmsteads, former places of worship, former schools, former office spaces etc.).

Such socio-culturally based urban regeneration experiences - conventionally referred to as “Hybrid Spaces” and also widespread in many other urban centers in Italy and abroad - have the ability to combine entrepreneurship, innovation, social inclusion and rootedness in local communities through original forms of organization, management and production of products and services.

la storia



● 2016

mare was born in 2016 in the Torrette farmstead in Trenno (City Hall 7), a cultural and social presidium for those who live in the western suburbs of Milan and also for people coming from the rest of the city.

● 2020

In 2020, the project expands with the activation of 3 more spaces in non-central areas of the city: Cascina Merlata, Redo Merezzate Pizzeria and Redo Merezzate Pastry Shop.

● 2023

Between the end of 2022 and 2023, in a path of strengthening the strategic positioning of the mare brand, a development plan is defined to be completed in the next 4 years.

● 2024

The first actions of this new development phase have already been launched in 2024 with the opening of two new spaces : Scirocco in the new Milan Santa Giulia neighborhood and CX NOM BISTROT in Novate Milanese.

mare's historical spaces



Cascina Torrette with Redo Sgr

It is the first urban cultural sea house, its most representative space. It opened in May 2016 and in just a few years has become accredited as one of the most well-known places in the panorama of new cultural institutions in Milan, becoming a model that has inspired the birth of many other similar spaces in other Italian cities. About 1,000 square meters indoor and more than 500 square meters of outdoor courtyard; with multifunctional spaces, restaurant, pizzeria, bar, coworking, outdoor cinema. It is expected to reach a turnover of 1.8 million euros in 2024.

Cascina Merlata with Euromilano

In 2020 EuroMilano, the real estate developer of the UPTOWN MILANO project in the northwest suburbs of the city, which was strongly interested in the work done in Cascina Torrette, asked Mare to take over the space previously occupied by a standard food service and redevelop it using its model combining “food & culture.” About 400sqm indoor and more than 1,000sqm outdoor space. In 2023, it had a turnover of 1 million euros.

impact from 2016 to the present



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impact from 2016 to the present



**1 million
euros**

**1500
concerts**

**160
workers**

**3000 m²
of spaces**

**1500
activities**

**4000
artists**

impact from 2016 to the present



mare manages more than 3,000 square meters of regenerated space on a daily basis and has welcomed more than one million people in eight years of operation (including covid)

Has invested more than one million euros in the regeneration operations finalized to date

Has created more than 160 new jobs over the years and activated more than 50 training and job placement paths dedicated to fragile people

It has programmed more than 1,500 activities dedicated to the neighborhood

More than 4000 artists have performed; more than 50 companies/collectives have been involved in artistic residencies; more than 400 theater and dance performances have been hosted

More than 1,500 concerts of different musical genres were programmed

Job placement and social impact on territories



From 2016 to today, at least 30 percent of mare's staff have been hired through job placement pathways of neighborhood boys and girls, young people with a complex past and a willingness to get back in the game.

From this experience and commitment of ours came the need to consolidate a practice into a formalized pathway that can help so many other people living in economical-ly and socially fragile conditions, and who have with mare the opportunity to learn a trade in the restaurant industry (kitchen, pizzeria, lounge and bar) redesigning in this way their future.

We activate individual pathways where selected candidates will be paired with mare culturale urbano professionals for six-month "one to one" and "on the job" training, at the end of which fixed-term employment can proceed.

In 2023 we won the welcome 2023 award from UNHCR - working for refugees integration

marefoodacademy

how many people have dived into mare



2024

410.000

2023

390.000

2022

250.000

2019

100.000

2017

50.000

2016

20.000

how many people have dived into mare



music lovers concert audience - musicians using the rehearsal room - students mare is a case study, and collaborations with universities are always active - craftspeople artists and designer attracted by mare's innovative spirit - cinephiles following the open-air film festival on headphones - food lovers for genuine mare cuisine and theme dinners - beer lovers mare beers and cuisine offers the best craft beers, with a dedicated monthly festival during spring and summer - co-workers and startupper because mare is also shared work space - neighbourhood residents with urban regeneration projects and activities - families and children attending children's workshops and weekend lunches - organizations mare hosts social initiatives - grandparents meeting to dance every Wednesday - companies choosing mare for meetings and corporate events

mare's strategy



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mare's strategy



mare culturale urbano has emerged as an ideal partner to support real estate players who are undertaking urban regeneration processes in cities.

In these projects that develop new neighbourhoods, the function of mare is strategic for building communities and igniting garri- sons of aggregation with social and cultural impact, as well as for managing food and beverage outlets.

mare's strategy



mare is currently cooperating with

REDO SGR

in Cenni di Cambiamento,
Rogoredo Merezzate and Ex Macello Milano

EUROMILANO

in Cascina Merlata/ UPTOWN Milano

LANDLEASE

for Milano Santa Giulia project

Campus X

for Novate Milanese.

Interlocutions are also open with

HINES

for Ex Trotto Milano

new collaborations



LEANDLEASE

From June 2024 the hybrid space with restaurant Scirocco is active, 500 square metres indoors with a large outdoor area on Piazza Tina Modotti, a potential stage for many aggregation activities; in September 2024 the programme of cultural activities with social impact WE ARE MSG supported by Lendlease and operated by Mare Culturale Urbana has been inaugurated, it will last two years and will aim to regenerate the social and cultural fabric of the new district, also in view of the 2026 Olympics.

CAMPUS X

August 2024 saw the realisation of the new partnership with Campus X, a reality that was established in 2011 to revolutionise the offer of student residences in Italy, drawing inspiration from the most advanced Nordic and Anglo-Saxon campus models, rethought in an eco-sustainable, smart key and for today's interconnected world. Campus X has offered mare to become its strategic partner with the aim of offering students both catering services and cultural entertainment, starting with the new space in Novate Milanese and awaiting openings in other cities, starting with Naples in 2025/26.

formats



Medium
Cascina Merlata
500 m²
750.000 euros turnover

Big
Cascina Torrette
1500 m²
1.600.000 euros turnover

The experience gained in the first eight years of operation has allowed us to identify two winning models and their characteristics that will underpin the company's development in the coming years.

MEDIUM format

suburban space
500 m²

near to a square

Space
for catering
and events

food offer

outdoor dehor
300 m²

MEDIUM format



Space of at least 500 sqm on the outskirts of the city already highly inhabited.

Simple food offer of pizza and beers .

Indoor space of at least 400 m2 dedicated to catering with stage area for performances, live music and public and private events .

Outdoor dehor of at least 300 m2 that can accommodate f&b + live performance activities + public and private events.

Ideal a space close to a square that is already a natural meeting place.

BIG format

**multifunctional space
1500 m²**

Co-working

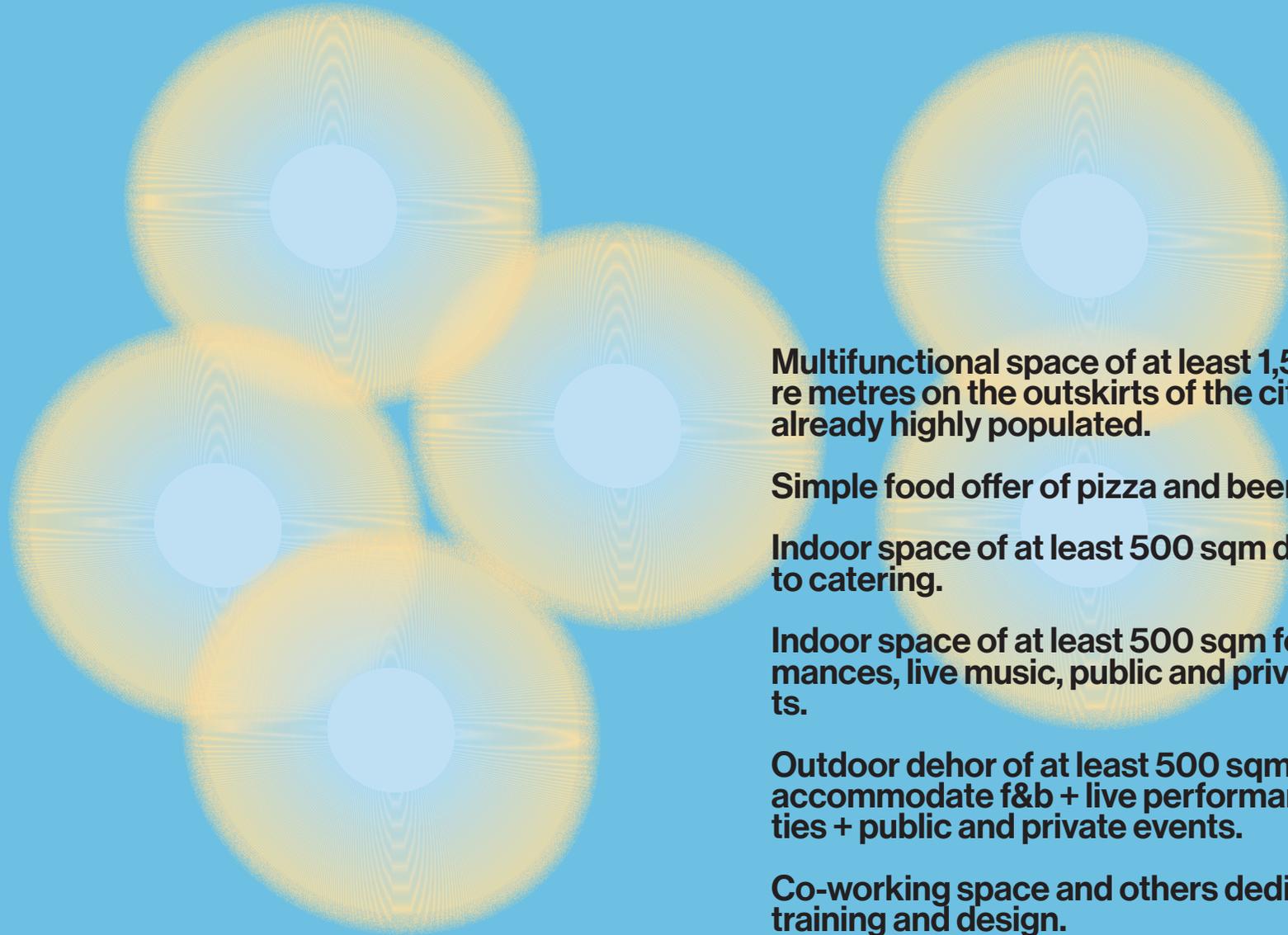
food offer

**Space
for catering**

**outdoor dehor
500 m²**

**Space
for events**

BIG format



Multifunctional space of at least 1,500 square metres on the outskirts of the city that is already highly populated.

Simple food offer of pizza and beer.

Indoor space of at least 500 sqm dedicated to catering.

Indoor space of at least 500 sqm for performances, live music, public and private events.

Outdoor dehor of at least 500 sqm that can accommodate f&b + live performance activities + public and private events.

Co-working space and others dedicated to training and design.

mare's projects



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mare's projects



MARE FOOD ACADEMY

Since 2016 mare has worked with over 200 people, including 50 from situations of fragility, offering training and job placement pathways to suburban youth, refugees, asylum seekers, prisoners and ex-prisoners. From this experience the Mare Food Academy was born, the pathway, awarded by UNHCR in 2023 and 2024 for its social impact, combines technical training in the catering sector, development of soft skills and personalised accompaniment to work.

THE SUMMER OPEN-AIR CINEMA ARENA

Cinemare is the open-air summer cinema arena in the urban cultural sea. From June to September, we screen quality films under the stars in the square of Cenni di Cambiamento, in collaboration with Anteo Palazzo del Cinema. Every summer we involve over 4,500 spectators. On Tuesdays with “Beyond Film” we address civil and social issues with special guests; Saturdays are for families. An inclusive experience that is a cultural presidium and that restores beauty.

mare's projects



IMMERSIONI FESTIVAL 2025

The IMMERSIONI Festival, co-produced with the Piccolo Teatro di Milano, is a new dramaturgy project that promotes the co-existence of artists, citizens and communities. Since 2022, through the “Indagine Milano” residency, the festival has been artistically mapping the city, focusing on the less central neighbourhoods in order to return performative studies that offer a heterogeneous look at contemporary Milan. The artists, in residence in the areas, work in close contact with the communities, collecting stories, relationships, desires and conflicts. The journey ends with two performative outcomes: one in the neighbourhoods, the other on the stage of the Piccolo Teatro in Milan. IMMERSIONI uses culture as a tool for deep listening, collective transformation and symbolic regeneration of the suburbs.

MARE FOR EMERGING MUSICIANS

Since 2016, mare culturale urbano has been a reference point for emerging music in Milan. A stage open to young artists of all genres, from rap to jazz, classical to indie. The numerous permanent festivals have hosted over 5,000 musicians, but mare does more than just offer visibility: it accompanies talents on their artistic journey, providing rehearsal rooms and spaces to grow, as well as a stage where they can perform in front of a live, passionate audience that is an integral part of an active community. mare culturale urbano continues to promote youth leadership and talent scouting, giving voice to the new generations of the city's music scene.

mare's projects



MARE FOR NEIGHBOURHOODS

mare culturale urbano is a landmark in the neighbourhood, committed to building a solid and inclusive bond with the local community. It makes open spaces, professional skills and tools available to local realities and projects, encouraging active participation and social cohesion. The initiatives proposed are free of charge and aimed at all age groups: from the dance hall for the elderly to creative workshops for boys and girls, from the weekly market to collective knitting. Unity Lab, a rap creative writing workshop, neighbourhood festivals and other community projects complete an offer that aims to enhance the territory and strengthen the sense of belonging.

thank you