



FONDAZIONE BRUNELLO E FEDERICA CUCINELLI
SOLOMEO

A Project for Beauty

Press Release *Fondazione Brunello e Federica Cucinelli*

Milan, 26 November 2014

With architect and landscape architect Massimo de Vico Fallani in attendance,

the “Fondazione Brunello e Federica Cucinelli” presented its new plan for the creation of a series of parks in the valley beneath the village of Solomeo. This new endeavor, focusing on beauty, is the natural completion of the dream that began precisely in Solomeo, which was turned into the company headquarters of Brunello Cucinelli S.p.A. with the restoration of the village buildings, including the ancient “Castrum”, and the addition of new constructions such as the Cucinelli Theatre.

Brunello Cucinelli commented: “It is with great emotion and gratitude for our splendid territory that my family and I decided to carry out this project to support and enhance the value of the beauty and dignity of the land, with the idea of being able to leave behind, to those who will come after us, a territory more beautiful than when it was passed down to us.”

The project entails the creation of three parks situated beneath the ancient village, one next to the other:

– **Industrial Park**

The garden of Solomeo will stretch down into the valley, where it will take the place of the six industrial plants which currently occupy approximately 35,000 square meters (376,737 square feet), becoming a park filled with the colors, fragrances, and sounds typical of nature’s millenary beauty.

– **Lay Oratory Park**

Alongside the Industrial Park will be the Lay Oratory Park, with a small barrier-free stadium nestled in six hectares (15 acres) of thickets and meadows, devoted to the sports activities of young boys and girls.

– **Agricultural Park**

Next to the Lay Oratory Park there will be approximately seventy hectares (173 acres) of land to be used for vegetable gardens, vineyards, olive groves, orchards, and trees. The land will be cultivated with a respect for nature, and its produce will be used for local consumption and in the company dining halls.

All of this is

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