

## THE PROJECT CREATES VALUE

### DEGW FOR ORACLE

The commitment by **DEGW ITALIA** in the organisation of events based on the strategic approach of 'design-business' collaborations forges ahead.

After the success of the international meeting *Lo spazio non è neutro* (Space is not neutral) organised in 2008 with the exclusive participation of John Worthington and Luigi Giffone, 2 of the 4 founders of DEG - **DEGW Italia** returned to highlighting the strategic approach of spaces for business with the event *// progetto crea valore* (The project creates value) held on May 21<sup>st</sup> in the new Milanese headquarters of **Oracle Italia**.

The meeting turned out to be the occasion for the presentation of the most recent DEG project: **the new ORACLE Italia premises** in Cinisello Balsamo (MI).

The event was programmed as a meeting **between the proprietors, users and designers**, who explained how they managed to complete a project which everyone is proud of for the timing, costs and results achieved.

An innovative project entirely organised – both for the design of the interiors and for the restoring of the building – by **DEGW Italia**, with the double aim of creating more value for the proprietor – **Generali Properties** – and to increase the performance of the persons working on the premises: the **Oracle Italia** employees.

Crucial, in that sense, was the input from **Massimo Avoletti**, Facility Manager of Oracle Italia and **Luciano Manfredi**, General Manager of the Generali Gestione Immobiliare group who respectively paid heed to both the point of view of the tenant and of the investor with regards to the building project.

**Franco Guidi** and **Alessandro Adamo**, respectively CEO and Manager of DEG ITALIA, shed light on the results attained by the DEG team not only in terms of the project and valorisation of the building but also in terms of the 'communication of change' to the internal resources of Oracle.

The meeting was also enriched by the presence of one of the most important figures of the DEG universe, **Despina Katsikakis**, Group Chairman of DEG, who spoke about *the importance of the space for the creation of values for businesses*: a moment of international face-to-face collaboration to understand the current Italian situation.

Everyone was invited to participate in an event which showed how companies dedicate more attention to the **workspaces as an incentive for increasing the performance of their businesses** and how it is important, in a moment of serious unrest like the current situation, to generate loyalty and motivation in human resources.

The event was filmed by Daily RE TV, the television web channel of Quotidiano Immobiliare.