

Stadiums, the 'last chance of Presidents

Written by Calitri Antonio

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Fall viewers but Juve, Inter, Cagliari and other teams are planning facilities for making money
di Calitri Antonio dal Corriere della Sera del 01-12-2008

In Italy, the fever has broken out from the stadium. Modern and adjacent tunnel and hypermarket business. A fever which affected the number of large companies but also a small number of children. For a business that over the next three years could reach 2 billion euros. In this vein, at the beginning of November was presented a new bipartisan bill (by Senator Alessio Butti of PDL and deputy Giovanni Lolli of PD) in eight articles that aims to streamline bureaucratic procedures and come to a kind of liberalization stadium. The project is also based on a study of Stage Up estimated that six billion potential business. But in a crisis of real estate, credit and the same football, perhaps it would be better to keep on more realistic estimates. Tullio Camiglieri, former director of public relations for Sky, all 'early' years has opened his company public affair Open Gate in Italy and is currently "working to assess the right mix of commercial and recreational activities that should have two new projects in two stages medium cities" says. For the American Way Camiglieri, it should be abandoned 's idea of the stadium all' English both cited in recent years, to the benefit of the U.S.. In England the stadiums are owned by the football clubs and shops, restaurants and museum of the club, but in the end only live football, and only for the time of the events. In the U.S., however, the stadiums are places of aggregation living 365 days' year thanks to a multiofferta ranging from drugstores to multiplex cinema, from 'arena for concerts at the ice rink. " And with a similar program back to appear in Italy Antonio Giraudo after Calciopoli which opened in London a sports consulting firm and real estate, the Edenhill. Work in progress at home Juve Later all is that Juventus has officially presented his plan to erase the ever digested stage in the Alps culling of the old and rebuilding of a new facility from 40 thousand seats at a cost of 105 million euros that in addition to the stadium will include 34 thousand square meters of commercial activities and more than 5 thousand cars. A project designed years ago by the triad Moggi, Giraudo and Bettega and relaunched the 'current president Giovanni Cobolli Gigli, which will be ready for 2011. Among the big 's great desire to stage the house where Inter circulating for some time a project for a stadium of 60 thousand seats on' area Rho-Però with almost a thousand sky-box, 80 restaurants, four restaurants and 8 thousand parking at a cost that could reach 400 million. The plan was to be presented before the end of 'year but it seems that at this time Moratti wants to slow down and the club nerazzurro mouths on this issue are completely sewn. In Rome, both clubs focus on brick 'trade'. With the junta Veltroni took the easy life As Roma who managed to turn in building a land of 29 hectares in the suburb of Torvecchia. Was born the Citadel giallorossa, but the debts of the company that is controlled by the Sensi family have frozen the project. Nell 'environment, however, circulating the names of Caltagirone and Toti ready to take over that precious land for 100 million euros and complete the ' real estate transaction. For several days, however, Rosella Sensi has relaunched becoming interested, very interested in reopening the file of the new stadium. Meanwhile with Gianni Alemanno in the Capitol is the most concrete of the stadium project Aquile, dream of the president of Lazio, Claudio Lotito that would create an 'arena of 55 thousand seats with mobile coverage, an Olympic size swimming pool, fields polisportivi, museum club and, of course, shopping centers and restaurants. A project announced several times and with cost estimates ranging from 100 to 500 million euros, stopped by the junta that held Veltroni l 'area on the way Tiberina a flood risk view the proximity of the Tiber. Fiorentina griffata The Tuscany is in the front row for the new stadiums. L 'most important task was presented by Della Valle of Fiorentina. It is a project designed by Massimiliano Fuksas, which provides an investment of 100 to 400 million euros for a city

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violates the stadium where over 44 thousand seats there will be a shopping center dedicated to the made in Italy, a museum of modern art and a theme park. The project that has seen much in favor of the city and the main authorities, most recently is facing some resistance. In particular the first place were addressed to all political hues. Then, last week, the 'area that had more chance to host the project, the castle owned by the Ligresti was seized by the judiciary. So when the company violates the window remains pending events. A few kilometers further south has already prepared the draft executive of Siena, managed directly by the municipality in which the Mayor Maurizio Cenni personally committed in the project with a low environmental impact dell 'Isola d' Arbia, where in two years will create a real citadel of sport (and music) with stage 20 thousand seats for the football arena for basketball and Montepaschi Olympic pool. All 60 million, secured by the city of Siena. More fluid situation in Genoa. The mayor wants to tie the construction of a new plant sale of the Ferraris but does not offer great potential for development. While in Sestri Ponente, the 'Dutch ForumInvest presented a project of 250 million euros, including a stadium for 35 thousand seats and a shopping mall with hypermarket, where the mayor would like to send both teams, but only when it seems Sampdoria enthusiastic. Gigi Riva, there is the president of Cagliari, the 'real estate Massimo Cellino has found a real wall of protest (including that of Gigi Riva) for its project to demolish and rebuild the Sant' Elia. So for his Caralis Arena designed by 'architect Jaime Manca di Villahermosa found willingness of the mayor of the nearby Quartu Sant' Elena, where the mayor would like to make a sports hall. As to the stadium that would be that of the original project, it is a container of 25 thousand seats with a large ring for restaurants, gyms and fitness center. And a business park outside of 15 hectares to the green, ice rink, areas for beach volleyball and beach tennis, and arcade. All at a cost of just 35 million and a long record of achievement in a year, using prefabricated parts. Does not move from the old square Argentina Friuli in Udine. The patron of 'Udinese Giampaolo Pozzo wants to restructure it completely, however. A project that was important but the party was reduced because of the economic situation and now has fallen below 50 million euros of investment. The stadium will have a total coverage, lose track of athletics and comfortable steps closer to the rectangle of the game that will also allow the recovery of sottogradinata space for sports and business.