

## PRESS RELEASE

## ACCADEMIA COSTUME & MODA INAUGURATES ITS NEW CAMPUS AT ESQUILINO, FUNDED BY THE AZIMUT GROUP INFRASTRUCTURE GROWTH FUND – ESG

The school opens the doors of its new Roman campus in the historic Ex Magazzini allo Statuto, celebrating its growth and ongoing commitment to students and the local area on the sixtieth anniversary of its foundation.

Rome, 3<sup>rd</sup> December 2024 – Today marks the press conference for the inauguration of the new **Accademia Costume & Moda (ACM)** campus, located in the historic **Ex Magazzini allo Statuto (MAS)** premises, overlooking Piazza Vittorio at Via Pellegrino 10/12. The site, owned by the **Infrastructure Growth Fund – ESG of Azimut Libera Impresa SGR**, has undergone extensive redevelopment, positively impacting the urban regeneration of this historic Roman district.

Through a significant conservation and restoration project that began in late 2022, **ACM and the Azimut Libera Impresa SGR's Infrastructure Growth Fund – ESG (Fondo IPC)** have returned a symbol of urban and cultural regeneration to the Esquilino district. The reopening of the late-19th-century Umbertine building demonstrates how historic heritage can be revitalised to meet contemporary needs for enhancement and digitalisation.

During the press conference, held within the spaces of the new campus, speakers include: **Roberto Gualtieri**, Mayor of Rome; **Lorenza Bonaccorsi**, President of Rome's I Centro Municipality; **Giulia Silvia Ghia**, Councillor for Culture, School, Sport, and Youth Policies of the I Centro Municipality; and **Alessandro Onorato**, Councillor for Major Events, Sport, Tourism, and Fashion. Joining them are **A. Lupo Lanzara**, President of ACM; **Furio Francini**, CEO of ACM; and **Andrea Cornetti**, CEO of Real Estate and Infrastructure at Azimut Libera Impresa SGR.

The opening of the new campus was made possible through the **IPC Fund**, dedicated to investments in social infrastructure and subscribed to by 26 leading institutional investors, primarily pension funds. The fund acquired the property and carried out the complex conservation project in approximately 24 months. The project, managed by **Studio Kami Architecture & Engineering** with the support of **Studio DDArch**, has allowed ACM to commence operations in the new campus starting from the 2024/2025 academic year.

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The restoration of the Ex MAS building stands out as a profound example of respect for and enhancement of the "genius loci." Historic elements were preserved and highlighted, with particular attention paid to their material and aesthetic integrity. The initial phase of the project, characterised by a strip-out intervention, revealed the building's original framework, removing the accumulated overstructures and restoring the property's authentic essence.

**Mayor Roberto Gualtieri commented:** *"We are truly delighted to inaugurate the new Accademia Costume & Moda campus, replacing a historic warehouse that had been closed for years, with a significant role in the history of Rome but which had sadly become a place of degradation. This opening, in the heart of Piazza Vittorio, represents an ambitious urban regeneration project. My thanks go to ACM and the IPC Fund of the Azimut Group for making this possible. This new, innovative 6,000-square-metre space spans six floors while respecting the architectural integrity of the building and meets all the requirements of a dynamic and innovative fashion academy. It will be a place that leaves a tangible mark on Esquilino, a district keen to embrace urban regeneration. Today, we demonstrate that it is possible to combine two crucial aspects for Rome: urban renewal and the preservation of its architectural heritage, while addressing a changing market's new challenges."*

**ACM President A. Lupo Lanzara** added: *"We are the custodians of a unique place, integral to Rome's cultural, creative, and popular fabric. With the contributions of all involved parties, we have sought to create not just a place of study but an inclusive and vibrant community, open to diverse creative expressions, where the vibrancy and international scope of students' educational journeys intertwine with the colourful cultural and social life of the neighbourhood. Ours is a family story: two women, mother and daughter, two sons, and grandchildren, all serving the community."*

**ACM CEO Furio Francini** remarked: *"The choice of Esquilino, with its extraordinary mix of history, craftsmanship, and cultural diversity, perfectly aligns with ACM's mission of giving back. The new campus is not only an international centre of education but also a laboratory of innovation and a driver of local growth. Through this elective affinity, ACM seeks not only to train the professionals of tomorrow but also to add value to the city of Rome, fostering dialogue and inclusivity."*

**Andrea Cornetti, CEO of Real Estate and Infrastructure at Azimut Libera Impresa SGR**, stated: *"This initiative, which provides ACM with a new campus, fully reflects our vision of sustainable investments capable of creating economic and social value. We have transformed a historic structure that had been unused for years into a modern centre of educational excellence, maintaining its identity while contributing concretely to the urban regeneration of a symbolic district in Rome."*

## THE NEW CAMPUS PROJECT AND ACM FACILITIES

Tradition and innovation come together in the new **Accademia Costume & Moda campus**, designed to accommodate over 600 students and provide them with a dynamic environment where **technology and high craftsmanship** converge. The transformation of the Ex Magazzini allo Statuto (MAS) has revitalised an iconic property while preserving its architectural and historical identity, uncovering original features previously concealed by numerous interventions over the years.

**The campus spans a total area of 6,000 square metres** and has been designed to integrate spaces for education, socialising, and collaboration. **The building comprises six floors**, including a basement and five above-ground levels. The Umbertine section (ground floor and basement), dating back to the late 19th century, has been restored while retaining the original style of the construction period, with materials and designs that evoke that era. Upon entering, students and the ACM community are welcomed by a LED wall that coexists with green walls, blending the building's digital infrastructure with a biophilic design inspired by 19th-century botanical gardens.

**The new Accademia Costume & Moda is a fluid space, featuring fully digitalised classrooms** and a design centred around student interaction. The campus hosts its community within 1,100 square metres of fully equipped classrooms, 1,000 square metres of fashion, accessory, costume, tailoring, prototyping, photography, and styling laboratories, as well as new spaces for the library and fabric archive. Additionally, 250 square metres of terraces and a rooftop provide recreational, shared, and learning spaces.

This renewed facility houses students enrolled in the **Bachelor of Arts Degree programmes (three-year courses)** in *Costume & Fashion*; *Fashion Editor*, *Styling & Communication*; *Fashion Management: Fashion Product System*; *Pattern Making*, *Tailoring*, and *Prototyping for Fashion and Costume*. It also accommodates students enrolled in the **Academic Master's (one-year course)** in *Accessories Design*.

Meanwhile, the historic campus in **Via della Rondinella will continue to host educational activities, offering Academic Master's programmes** in *Alta Moda*, *Fashion Design*, *Fabrics Innovation Design*, and *The Art and Craft of the Costume Designer*. This parallel structure highlights the importance of in-depth studies while preserving the teachings of the past, housed within the historic building that has nurtured prominent creatives and professionals in the international fashion industry.

By expanding to three locations—two in Rome and one in Milan—**Accademia Costume & Moda** continues its commitment not only to its students but also to the local communities where it operates.

**Carlo Capasa, President of Camera Nazionale della Moda Italiana**, states: *“I am very pleased with the opening of the new Accademia Costume & Moda campus, an important educational hub in our national landscape. CNMI has supported Accademia Costume & Moda since its foundation due to its significant educational value, an aspect that is more crucial than ever for our industry today. My best wishes for this ambitious project, which will help shape the professionals and creatives of tomorrow.”*

**Alessandro Onorato, Councillor for Major Events, Sport, Tourism, and Fashion**, declares: *“After visiting this site two years ago, seeing this building regenerated and ready to host 600 fashion students today is a great source of pride. We have successfully revitalised fashion in Rome; major brands are returning to showcase here, and enrolments at the city’s academies are steadily increasing. There is a positive momentum we must support and nurture. I thank the Azimut Fund for choosing to invest in Rome and a historic building, and Accademia Costume & Moda for its ambition to expand its educational offering in the city. Reopening this palace, abandoned for years, also means revitalising the entire Esquilino area, a district we will enhance further through the 'Unexpected Itineraries' project, offering residents and visitors new, lesser-known tourist routes that alone would be worth a trip to Rome.”*

**Lorenza Bonaccorsi, President of Rome I Centro Municipality**, comments: *“I thank Accademia Costume & Moda, the IPC Fund, and Mayor Gualtieri for enabling the creation of a project that spreads beauty in a district already rich in culture, opportunities, resources, but also challenges. The I Municipality works daily to highlight and bring out the best of Esquilino, enriching the neighbourhood with numerous initiatives and events.”*

**Giulia Silvia Ghia, Councillor for Culture, School, Sport, and Youth Policies of Rome’s I Municipality**, states: *“The new Accademia Costume & Moda campus at Piazza Vittorio in Rome represents a significant step towards enhancing the district and the city as a cultural and creative hub. Located in an area rich in history and multiculturalism, the academy becomes a reference point for young talents and industry professionals. The choice of this location symbolises a dialogue between tradition and innovation, blending Rome’s artistic heritage with new design trends. Furthermore, the opening contributes to the urban regeneration of Piazza Vittorio, strengthening its cultural identity. This project underscores the importance of Rome as a global capital of fashion and costume”.*

## ACM'S 60 YEARS: THE COMMUNITY AND ITS VALUES

With the new campus inaugurated at Esquilino, Accademia Costume & Moda expands and strengthens its community—a central theme of its educational approach. By fostering tangible connections between students and faculty and engaging the local district through projects that add value to this emblematic Roman area, ACM continues to pursue the mission it has upheld since its **foundation in 1964** by designer, costume artist, journalist, and academic **Rosana Pistolese**.

The founder's vision was to nurture and support the **cultural heritage of Italy's fashion and costume** industries through a unique and innovative approach, creating constant interaction between these two fields. This DNA has been carefully preserved and continually revitalised by the generations that have led the academy. First, it was the work of **Fiamma Lanzara**, daughter of the founder and President Aeternum, who brought passion and keen awareness to the industry's changing dynamics. She was succeeded by her sons, **Furio Francini**, now CEO, and **Lupo Lanzara**, currently the President of Accademia Costume & Moda.

From the outset, the two brothers recognised the importance of preserving their grandmother Rosana Pistolese's legacy while also making it accessible to new generations. The institution continues to champion its core values, serving as guardians of a symbolic place within the global fashion system. A harmonious balance of **research, culture, design, and product development**, along with close collaboration with the industry's key players, has established ACM as a global leader in education.

This milestone coincides with **ACM's 60th anniversary**, celebrating its rich tradition of training professionals in the fields of **fashion, costume, communication, and management**.

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