

Turin, 20th November 2020

Green Pea Press Release

GREEN PEA OPENS ON THE 8th OF DECEMBER IN TURIN: 15.000 SQM AND 5 FLOORS OF SUSTAINABLE PRODUCTS IN FULL RESPECT OF EARTH, AIR, WATER AND PEOPLE.

Green Pea is the first Green Retail Park in the world dedicated to the theme of Respect. It opens in Turin – one of the most innovative cities in Italy – in Lingotto district, next to the first Eataly store opened in 2007.

It is the third business project of the Farinetti family: after UniEuro and Eataly, now Green Pea.

Green Pea S.r.l. is a newco, 90% owned by **Eatinvest Spa**, whose major shareholders are Farinetti family (60%) and Nocivelli family (20%). The remaining 10% is owned by Orecchia family, historical fashion entrepreneurs in Turin with their Vestil store.

The Building owner is **Eataly Real Estate S.r.l.**, the company that owns the buildings of Eataly Ostiense Roma and Eataly Smeraldo Milano. It has invested **50 million euros** in the Green Pea project, including the land acquisition and the building construction.

Francesco Farinetti, is the Green Pea President and CEO. He is Oscar Farinetti's eldest son, born in 1980 and former CEO of Eataly, and its current vice-president.

Green Pea will create **over 200 new job positions**.

The name Green Pea is a tribute to a tiny **symbol of Respect**, the pea: round like the Earth and green as our Planet should be. In the 20s, behaving sustainably must become cool and the Pea Dot aims to be the symbol of this mentality change. It is an absolute priority: **should we stop consuming or start consuming with Respect? Green Pea answers this question with an idea**: it's time to enjoy the beautiful side of behaving and consuming, in full respect of Nature.

Green Pea's motto, **From duty to beauty**, comes to life across **5 floors**, designed to change the consumers' relationship with energy, movement, housing, clothing and leisure. The place where sustainable products, created in harmony with Earth, Air, Water and People, are not a duty, but they become beauty. In Green Pea you can find more than 100 Partners and a green pea dot on each product.

Here the 5 floors offer:

- **Ground floor: "Life"**

It hosts **FCA, Iren, Enel X, Tim, Unicredit, Mastercard, FPT, Samsung** and the **Green Pea Discovery Museum**.

- **First floor: "Home"**

More than 40 Partners, among which **Whirlpool, Valcucine, Roda, Gervasoni, Riva 1920, Pianca, Rubelli** and **Artemide** are managed by our Home Brand Director **Pierangelo De Poli**.



- **Second floor: "Fashion"**

The best sustainable Italian and international brands, as **Borbonese, Timberland, PT, Patagonia, Esemplare, Oscalito, Drumohr, Giampaolo, Ecoalf, North Sails, Dedicated** and **Ortigni** are managed by our Fashion Brand Director **Roberto Orecchia**. Among others, the **Igoodi** avatar factory will show the tailoring best techniques of the past and the future.

- **Third floor: "Beauty"**

Some of the best Italian High Fashion brands: **Ermenegildo Zegna, Brunello Cucinelli, Herno** and **Sease** will offer concept stores dedicated to Green Pea. And, throughout the floors: books, culture and food, mixed together. From a **Pop Bistrot, 100 Vini e Affini**, in collaboration with **Fontanafredda** and **Affini**, to a **Michelin-star Restaurant, Casa Vicina**, managed by the **Vicina** family.

- **Fourth floor: "Otium Pea Club"**

The rooftop is an exclusive, yet inclusive, **Club** dedicated to **Creative idleness**, with Spa, Cocktail Bar and the first infinity pool of Turin overlooking the Alps: the **Otium Pea Club**, managed by **To Be srl**.

Green Pea is a place of Beauty and Respect to launch a **new way of consuming**: with every purchase, you can become part of the change.

72 places where the Respect turns into Beauty. Our products are meant to be long lasting and to be reused or recycled when they reach the end of their life. Green Pea is convinced that the long life of the products is one of the most important aspects on the theme of Sustainability.

Sustainability is a concept linked to a very ancient idea: **time**. It replies to the question: "how long can something last?". The word comes from one of the piano pedals, called sustain, used to lengthen the notes and to make them last over time. Indeed, the French translate this concept with *durabilité*, duration capacity.

More than **100 Partners** have been selected. They do believe in the need to produce and consume in harmony with Nature, while crafting products in line with the **Made in Italy** principles of Beauty and Originality. The goal is clear: bringing Green quality to the widest audience with an offer for all budgets, Pop&Top.

The Green Pea building was designed as an innovative and resilient element, sustainable in every detail. The building will breathe in harmony with the human beings and with the natural elements.

The architects **Cristiana Catino** – Naturale Architettura – and **Carlo Grometto** – Negozio Blu – have created a building with the features of a natural organism, the first of its kind. A building that invites people to discover the world of sustainability, while enjoying its Beauty. Visiting Green Pea is like walking through our Manifesto, surrounded by 2.000 trees and plants.

The Green Pea building uses renewable sources which guarantee high efficiency and a reduction of CO2 emissions. The building is powered by geothermal wells, photovoltaic and solar panels. Besides, it captures both wind energy and recovering kinetic energy.

If you want to learn more, the **Green Pea Discovery Museum** offers suitable paths for all ages to discover how these technologies work through hands-on examples.



Energy features:

- **NZEB Nearly Zero Energy Building, Class A3**
- Thermal energy produced by **geothermal plant**: 1.848.697,13 kWh
 - **domestic hot water**: thermal energy requirement: 187.484,77 kWh
Of which **87,81%** = 164.630,38 kWh from renewable energy sources
 - **heating**: thermal energy requirement 1.900.967,095 kWh
Of which **88,59%** = 1.684.066,75 kWh from renewable energy sources
- Electricity produced by photovoltaics: 140.530,59 kWh
 - **Lighting**: thermal energy requirement 156.232,20 kWh
Of which **89,94%** = 140.530,59 kWh from renewable energy sources
- Energy not produced by Green Pea: Green energy certified by Iren

Green Pea's values and activities are developed with thorough attention on **contents**, focusing on the in-store experience and its digital amplification. The **Green Pea App** is developed by **AWorld**, an innovative Italian startup selected by the United Nations to promote the Sustainable Development Goals through the ACTNOW campaign, combining sustainability and gamification. The **Green People magazine** and the events program aim at strengthening the idea of Green community and membership. Each content will be approved by marine biologist **Silvio Greco**, marine biologist, director of the Anton Dorn zoological research station and member of the CNSA (Italian National Scientific Commission for Antarctica) – Chief of the Inspiration Board Green Pea: the scientific committee that guarantees the accuracy of the information communicated in Green Pea.

Oscar Farinetti, founder of Eataly and Green Pea:

"We believe that, in a social model based on consumption, it is necessary to direct business towards values useful for authentic well-being, which can only exist if in balance with other humans.

The scenario is not difficult to read. The main problem is the compatibility between activities aimed at improving life and the planet's health. 90% of scientists tell us that our way of consuming has become unsustainable. When 90% of scientists say something, they are undoubtedly right. It's definitely time to change the way we consume.

We produce energy by introducing an excessive amount of CO2 into the atmosphere, altering the climate balance. At the same time, we build objects and produce food by polluting the land, water and air. Moreover, we go on improperly disposing waste and we keep cutting down trees. Green Pea aims at demonstrating that there is the possibility to live in harmony with the planet, without sacrificing Beauty. We believe we have somehow already achieved this goal with Eataly, concerning the Food sector and thus the agricultural field. Now we ambitiously aim at changing the other main consumer activities: moving, living, fashion, beauty, fitness, leisure time and culture.

Green Pea is a new project. Thus, we start from Turin, one of the most innovative cities in the history of Italy."

Oscar Farinetti

