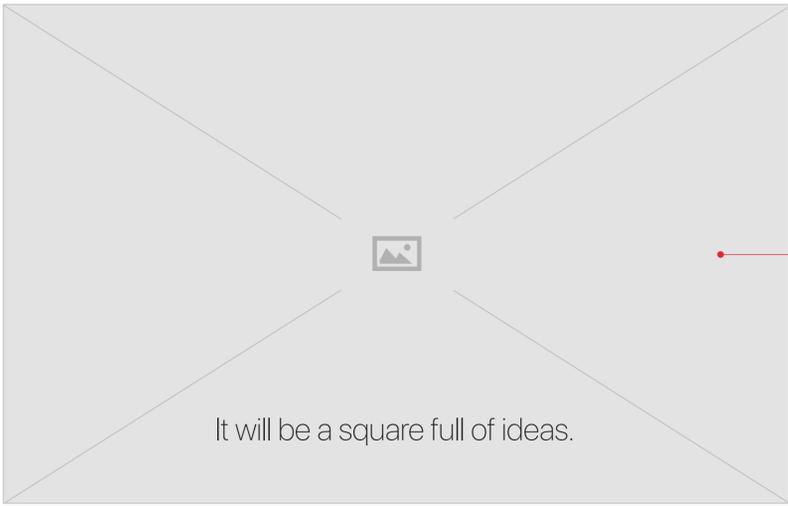


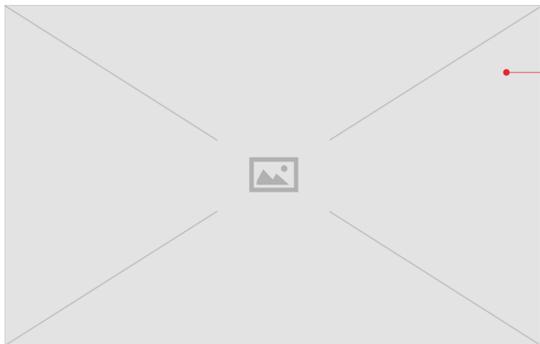
# Apple Piazza Liberty

Opening January 2018



It will be a square full of ideas.

We're incredibly happy to be in the center of Milan, a city with a centuries-long heritage of creativity and innovation. Over the next months we'll be working to give you a new piazza Liberty: a space open to all, to pause, meet friends, attend events. And under the square, in the new Apple Store you'll be able to learn, discover, try out/experiment. We can't wait to make this project a reality, in the meantime, we'll do everything possible to minimize disruption.



This will be a key visual render of the piazza.

Other slide examples:  
- At the heart/center of the project, the big fountain is a tribute to Italian squares and to the close relationship between Milan and its waterways.  
- The store is there but you don't see it (idiom). Thanks to an original architectural solution, it sits below ground level.  
- The square is always open: a modern amphitheater to sit, meet, attend an event.

Greener and more welcoming: the project by architects Foster+Partners reinvents piazza Liberty.

## See you at the Apple Store.

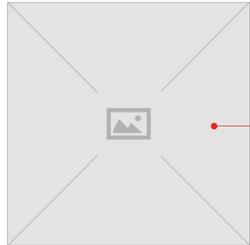
Each Apple Store aims to be a vital meeting point. For people, to discover how our products can help make them more creative. For entrepreneurs, to find easier ways to work. Even for the neighboring businesses, as they will enjoy a higher visitor traffic. Here's how Apple Piazza Liberty will contribute to the community surrounding it.



As in any Apple Store, at Piazza Liberty you'll find not only all Apple products, but lots of free courses to learn to use them best and bring to life projects you didn't know you're able to make. And you can also count on the unmatched support from our expert Geniuses.

In-store courses and Geniuses

Apple Piazza Liberty will offer a year-round calendar of events. From kids programs like the Field Trip and Apple Camp, to meetings with the most talented artists, designers, photographers, musicians and developers from all over the world.



Today at Apple



A unique design, for a store not like many others. Piazza Liberty will be the first Apple Store in Europe, and one of few in the world, to have an outdoor area open to all, a huge Video Wall where the world's creative talents will take the stage, a calm, leafy area where our Geniuses will answer your questions, a boardroom reserved for entrepreneurs and much more.

What a flagship store is like

PRESS RELEASE  
NOVEMBER 2017

## The barricade will be removed earlier than expected.

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This is where place the section for urgent updates, etc.

## Address and contact details.

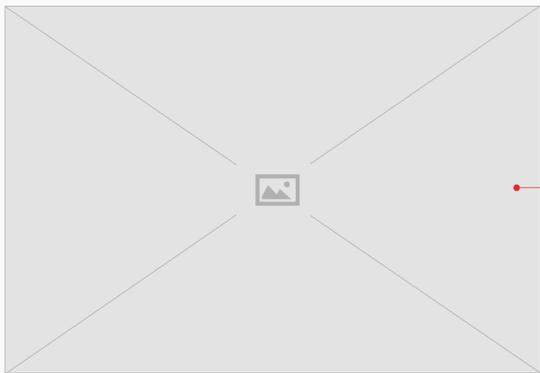
**Apple Store Piazza Liberty:**  
301 Piazza Liberty, Milan, XXXXX  
XX - XXXXXXX

**Department of Lorem Ipsum**  
23 Lorem Ipsum, Milan, XXXXX  
XX - XXXXXXX

**Apple Department of Lorem**  
20 Lorem Ipsum, Milan, XXXXX  
XX - XXXXXXX

## How piazza Liberty will look like.

All the numbers of the project, once completed.



Obligatory render image with measurements

Trova uno Store

Seleziona fra i seguenti:

Elenco completo degli Apple Store >

Apple Store New Milan Store

Scopri e acquista  
Mac  
iPad  
iPhone  
Watch  
TV  
Music  
iTunes  
iPod  
Accessori  
Carte regalo

**Apple Store**  
Trova uno Store  
Genius Bar  
Workshop e corsi  
Programmi per i giovani  
L'opa Apple Store  
Ricondizionali e fine serie  
Finanziamenti  
Riuso & Riciclo  
Stato dell'ordine  
Assistenza agli acquisti

**Education**  
Apple nell'istruzione  
Acquisti per l'università  
**Business**  
Apple per il business  
Acquisti per le aziende

**Account**  
Gestisci il tuo ID Apple  
Account Apple Store  
iCloud.com

**I valori di Apple**  
Accessibilità  
Ambiente  
Privacy  
Responsabilità dei fornitori

**Info su Apple**  
Opportunità di lavoro  
Risorse per i media  
Garanzia  
Eventi  
Contatti

Altri modi per acquistare: visita un **Apple Store**, chiama il numero 800 554 533 o **trova un rivenditore**.

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**Apple Store Piazza Liberty:**  
121 Piazza Libert, Milan, XXXXX  
XX-XXXXXXX

**Department of Lorem Ipsum**  
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XX-XXXXXXX

**Apple Department of Lorem**  
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XX-XXXXXXX

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Trova uno Store

Seleziona fra i seguenti:

Elenco completo degli Apple Store >

Apple Store New Milan Store

Scopri e acquista +  
Apple Store +  
Education +  
Business +  
Account +  
I valori di Apple +  
Info su Apple +

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