

**YESMILANO LAUNCHES THE NEW CAMPAIGN****“A NEW START. ONE STEP AT A TIME”**

A video, narrated by the Italian singer, Ghali, invites citizens to respect the rules in the gradual reopening of the city

Milan, May 4<sup>th</sup> 2020 - In the deserted Milan of these weeks of isolation, five citizens are getting ready to leave their homes. It is May 4th, the first day of "phase 2" and the five characters, wearing the mask, leave from their respective neighborhoods some on foot, some by bike, some by public transportation. It's dawn and their paths cross different areas of the city and some of the most famous and iconic venues of Milan: from the Meazza S. Siro stadium to the Arco della Pace, from the Galleria Vittorio Emanuele II to the Darsena, from the Barrios to piazza Leonardo da Vinci, from Porta Nuova to the Teatro alla Scala, to Gratosoglio.

One of the five protagonists is the Italian singer, Ghali. His rhymes accompany the viewer in the excursion of the city. "A new start. One step at a time" is an invitation to face the end of the lockdown with caution, awareness and serenity.

"We must be careful. But not afraid. We are masked, not blindfolded" says the singer. In his words we can trace the climate of suspended life citizens have experienced in recent months, as well as an invitation to respect the rules and not to lose trust in others: "This is the phase in which we understand the value of freedom. Together we are more human than ever before". These final verses describe the spirit, the attention and care required for Milan's return to the "new" normality. The journey of the five ends in Piazza del Duomo, where we read "A new start. One step at a time", a claim which will also guide the story of the city in the coming months.

The YesMilano communication campaign launched today is a project by Milano&Partners, the promotion agency of the city of Milan, and is promoted by the Municipality of Milan and the Chamber of Commerce of Milan Monza Brianza Lodi.

"A new start. One step at a time" was conceived by TBWA \ Italia Group, produced by Tapelessfilm under the direction of Davide Gentile. TBWA \ Italia Group, Tapelessfilm, Davide Gentile, Ghali and all the other participants to the project contributed to the initiative free of charge as a gesture of support to the city of Milan.

The video lasts one minute. Starting today, it will be diffused across the city, broadcasted on audiovisual communication channels and billboards, and shared on the social media channels of the Municipality, Chamber of Commerce, YesMilano and Ghali.

**Notes on the video "A new start. One step at a time"**

Directed by Davide Gentile;  
with Ghali, Ida Marinelli, Thora Keita, Giada Lanzotti, Marco Mazzei;  
Created by TBWA \ Italy Group; Chief Creative Officer Nicola Lampugnani; Creative Director and Copywriter Sara Ermoli + Ghali; Art Director Tommaso Espinosa; Copywriter Manuel Bonardi

A Tapelessfilm production

Produced by Daniele Gentili; Executive Producer Luca Legnani;

Director of Photography Alessandro Ubaldi; Editor Matteo Motzo; Costumes Sara Costantini;  
Make Up Silvia Murciano;  
Music by A.Carnevali, FM Ruffert, M.Pozzi, N.Barozzi;  
with the special collaboration of SÄMEN.

**TEXT**

MILANO,

SILENCE TOOK OVER THE CITY STREETS  
NOW THAT ALSO THE TRAM STOPS HAVE STOPPED

IN OUR PARKS, OUR BENCHES, OUR STAGES,  
WE ARE LIKE SOCCER PLAYERS DEFENDING FROM AFAR.

QUARANTINED OUR HOLY MASSES, OUR RAMADANS

MASKS ARE OUR SCHOOL UNIFORMS IN THIS UNIVERSAL CLASSROOM,  
REMINING US THAT WE ARE ALL THE SAME.

WE HAVE GRADUATED IN PYJAMAS

WE HAVE LIVED THE BEFORE AND AFTER  
WHILE EVERY WAITER BECAME A CHEF

THIS IS THE FIRST STEP.

WE SHALL BE CAREFUL, BUT NOT AFRAID  
WE ARE MASKED, NOT BLINDFOLDED.

MILANO, YOUR SKY IS EVEN MORE BEAUTIFUL NOW.

THE MOMENT HAS COME, NOW MORE THAN EVER,  
TO FOLLOW THE RULES

THIS IS THE STAGE IN WHICH WE UNDERSTAND THE VALUE OF FREEDOM.

AND TOGETHER WE ARE MORE HUMAN THAN EVER BEFORE.

**A NEW START.  
ONE STEP AT A TIME.**