#nevicata14 was a temporary pedestrian configuration of piazza Castello during period of EXPO Milano 2015.

In 195 days it accommodated 37 events with 130 days of activities in total. More than half a million people used the space for their daily activities and around 200,000 visited events.

Average of 300,000 users was reached online with worldwide spread.

After the period of EXPO #nevicata14 was dismantled to be relocated to other space in Milan – campus of Politecnico Design School in Bovisa.

With the success of this experimentation phase city administration has confirmed definitive the pedestrian transformation of piazza Castello, turning one of the longest pedestrian promenades in Europe into an uninterrupted line.