

The tree Christmas



The tree Christmas, a creative idea developed by Marco Balich and donated to the city of Milan by Bracco Foundation, brings during the Christmas festivities a moment of solidarity among the various souls of the city and of reciprocal support between quarters, involving companies and non-profit organisations.

More than 20 piazzas in the city will be illuminated by trees, bringing citizens a “suspended gift” in the form of cultural content, messages of hope, sustainable installations and concrete help.

Numerous companies have answered the appeal launched in September by the Municipality of Milan offering, in this difficult year, their own interpretation of corporate social responsibility that has always accompanied Christmas, on a widespread map that touches nerve centres of the city’s fabric in the centre and suburbs.

The Bracco Group is contributing, in addition to the gift of the concept of the city of Milan, with the installation “the tree of knowledge” which will be placed in piazza Vigili del Fuoco in the Lambrate quarter in Milan (Italy), where the company has historically been present. The installation is configured as a forest of knowledge that will bring science to young people through arboreal islands of content: imagining (the future of science), knowledge (an invitation to study), living (science in everyday life). All will be able to access the detailed scientific audio and video presentations that will be used, after the end of the festivities, in an illustrated infographic donated to Lambrate schools.

This initiative confirms the spirit of creativity and solidarity of Milan: “With “the tree Christmas”, a project of beauty, hope but also of rebirth,” says Diana Bracco, “I am sure

we will be able to make Christmas 2020 less dark for many Milanese families.”

Check out the mediagallery below!

Check out the [media gallery](#) below for more information!