

THE WELCOME MAGAZINE

SMART EDITION

# MILAN

SEPTEMBER 2021

WHERE MILAN #131



PATROCINIO

Comune di

Milano

EVENTS  
SIGHTSEEING  
MUSEUMS  
SHOPPING  
DINING  
ENTERTAINMENT  
MAPS

## WELCOME TO THE DESIGN CITY! ALL ABOUT THE SUPERSALONE

*Discover and enjoy this month's  
round up of events and exhibitions*

BOSCO VERTICALE  
BY ANDREA CHERCHI

Welcome Smart Network by Whereltalia  
MAGAZINES | GUIDES | MAPS | WEBSITES

INTERACTIVE



SCAN IT TO GET 10% OFF  
AND EXCLUSIVE BENEFITS



Scalo  
MILANO  
OUTLET & MORE



# MILAN'S OUTLET

150 STORES WITH DISCOUNTS UP TO 70% ALL YEAR ROUND.



LOCATE DI TRIULZI

TAX FREE

微信支付 WeChat Pay

Alipay

scalomilano.it



DISCOVER MORE >



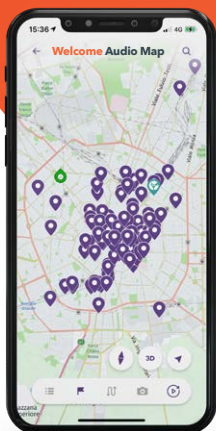
A GIFT FROM  
WHEREITALIA

# Welcome Audio Map

## MILAN

The best digital tool  
to Discover and Enjoy  
the city

A POP GUIDE POWERED BY 



Italiano  
English  
Français  
Deutsche  
Español  
中國人

## Your smart solution to discover Milan

- Discover over 100 points of interest with multilingual audio commentary
- Enjoy the walking itineraries suggested by the editors of WhereItalia
- Add your preferred locations for a real city experience

## TIPS BY WHEREITALIA EXPERTS

SHOPPING | DINING | MUSEUMS | ATTRACTIONS | SAVINGS & BENEFITS

DOWNLOAD >



## The Welcome Audio Map in 3 simple steps

- 1 Click here and download the POPGuide application
- 2 Choose your preferred language
- 3 Let's discover Milan!

## WELCOME SMART NETWORK

MAGAZINES | GUIDES | MAPS | WEBSITES

[www.whereitalia.com/milan](http://www.whereitalia.com/milan)

# Milan | September 2021



## COVER IMAGE

Bosco Verticale

(Porta Nuova district)

Photo © Andrea Cherchi

## STAY IN TOUCH

 [www.whereditalia.com/milan](http://www.whereditalia.com/milan)  
Download all issues


 [www.magzter.com](http://www.magzter.com)  
Digital magazine store

 [www.pressreader.com](http://www.pressreader.com)  
Digital magazines

 [issuu.com/where-italia](http://issuu.com/where-italia)  
Digital magazines

 Follow us on Twitter  
[@WhereMilan](https://twitter.com/WhereMilan)

 Like us on  
[facebook.com/WhereMilan](https://facebook.com/WhereMilan)

 Follow us on Instagram  
[@where\\_milan](https://www.instagram.com/where_milan)

## Dear friends,

like everything else, the pandemic has also changed the tools for tourist information.

Proedi-WhereItalia inaugurates in Milan, where it has been operating for 35 years, the **new Welcome Smart Network** circuit.

Practically, it is the digital and sustainable evolution of the traditional paper edition of the monthly magazine WhereMilan, now in its 131st issue, and of the other collateral products.

Many new products are now appearing on the market. From **The Welcome Smart Magazine** to the **Welcome Audio Map** and the **Welcome Smart Guides**. Important research and development work has been carried out in the months of the lockdown, finding new solutions suited to the thousand new needs of incoming tourism.



We begin with a **tribute by photographer Andrea Cherchi**, the city's "storyteller in pictures". His Facebook page "Semplicemente Milano" makes thousands of fellow citizens dream every day, almost 150,000 to date and growing. The chosen image depicts the **Duomo di Milano** when the **Frecce Tricolori** (the National Aerobatic Team of the Italian Air Force) flew over the city, and was taken on 25 May 2020. You can use it as a screensaver but we suggest you print it out and hang it up. It will be a way to **share your love for Milan** and will form a bond between all of us in the name of much-needed recovery.

With sympathy,

**Andrea Jarach**

*Publisher*

Welcome

Smart Network

FREE DOWNLOAD

72dpi >



300dpi >



## **UNMISSABLE** Monuments & Sites



### — 10 TOP IN TOWN

Discover the city, starting from its main attractions and several not to be missed districts.



### — 12 PANORAMA

Several unmissable sites for a favourite sightseeing tour from the top.



## **WHAT TO DO** Events & Shows



### — 16 DISCOVER AND ENJOY

This month's round-up of art exhibitions and shows in Milan.



### — 46 2021 EVENTS IN ITALY

The most important events in Italy from this month to the end of the year.



### — 48 OPEN-AIR CONTEMPORARY ART

A walk around parks, gardens and public spaces in search of contemporary artworks.



### — 53 UP IN THE AIR

The nature of the Ticino Park from an exceptional perspective!



 **— 54 LAKESIDE DESTINATIONS**

The lakes of Lombardy attract visitors thanks to their breathtaking scenery and treasures of art.



 **— 58 DREAM EXPERIENCES**

Welcome to Italia takes you on a discovery of the city's attractions or suggest you try special experiences.




 **SHOPPING**  
Boutiques & Brands

 **— 62 PINEIDER, TIMELESS ELEGANCE**

Discover the Pineider historic brand and its flagship store in the central via Manzoni.




 **— 64 STROLLING THROUGH MILAN**

Milan has always something new to reveal: shopping streets, fabulous hideaways in the city and sought-after products.




 **OUTLETS**  
Fashion & Design

 **— 76 THE BEST SHOPPING EXPERIENCE**

A few steps from Milan, the best Italian and international brands at discounted prices all year round.



## **TASTING** Food & Wine

 **— 82 NEW GOURMET TRIPS... WITH A VIEW**

The Mi View restaurant in the Portello district offers a breathtaking view and a refined cuisine.

 **— 89 DINING AT THE TOP**  
Two locations where you can enjoy excellent cuisine with a Roman flair.

## **LEISURE** Entertainment & Tours

 **— 90 WELCOME TO GREEN TOURISM**

Let's try a panoramic tour discovering the beauties of the Lake Como in an amazing electric car.




## **ITINERARIES** Museums & Culture

 **— 92 IN THE FOOTSTEPS OF LEONARDO**

La Vigna di Leonardo, magnificent Renaissance landmarks located opposite Santa Maria delle Grazie.

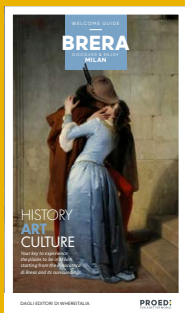
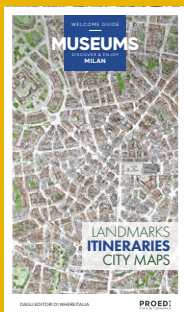


## **110 ESSENTIALS** Maps & Info

 Information and tips to get around the city.



The new series of **pocket guides**  
to know the **unmissable landmarks** in Milan.  
And the best tool to **Discover and Enjoy** the city.



DOWNLOAD >



DAGLI EDITORI DI WHEREITALIA

**PROED**  
FOR A BETTER WORLD

## » HIGHLIGHTS OF THE MONTH



### SCALO MILANO OUTLET & MORE

Located just **15 minutes from Milan**, Scalo Milano boasts **over 150 boutiques** of the most famous brands, from fashion to accessories, from cosmetics to sport, with yearround **discounts of up to 70%** and **15 restaurants**.

The presence of a **Design area** with over 15 single-brand showrooms makes Scalo Milano's offer unique.

[www.scalomilano.it](http://www.scalomilano.it)



### ROCCA 1794

The Italian luxury chain, leader in the distribution of high quality jewellery, watchmaking and design, has recently opened a **new boutique at Malpensa airport**. The shop, located in the **Piazza del Lusso**, in the Boarding Area B of Terminal 1, houses **two shop-in-shops** of the prestigious **Rolex** and **Damiani** brands. [www.rocca1794.com](http://www.rocca1794.com)





## HIGHLIGHTS OF THE MONTH



### RINASCENTE

A spot destination for the best brands in fashion, luxury accessories, jewellery, beauty, home&design collections. The **Design Supermarket** in the basement boasts classic must haves and new cults. Then take a privileged look at the Duomo spires from the **Food Hall** on 7th Floor and explore gourmet foods at the **Food Market**. [www.rinascente.it](http://www.rinascente.it)



### ADI DESIGN MUSEUM

A new information and research centre for design enthusiasts, the space dedicated to the permanent collection of the Compasso d'Oro, with selected objects from 1954 to the present day, was recently opened. It will also host temporary and in-depth exhibitions. [www.adidesignmuseum.org](http://www.adidesignmuseum.org)



[UNMISSABLE]

# Top in Town



Duomo



Galleria Vittorio Emanuele II



Castello Sforzesco



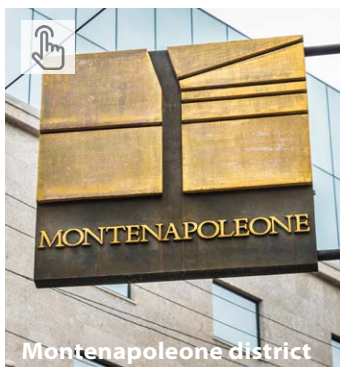
Cenacolo Vinciano





[UNMISSABLE]

# Top in Town



WELCOME | PANORAMA

---

# PORTA NUOVA

AN UPWARD SPIRALING CITY



≡ INDEX

Milano  
**PANORAMICA**

- Porta Nuova is a sprawling area, the result of a **project of urban and architectural redevelopment** involving the area that leads from the Porta Garibaldi railway station to Piazza della Repubblica, up to Palazzo Lombardia.
- In 2005, an architectural project curated by American real estate developer Hines focused on transforming the area into a **technological hub** comprising more than **twenty buildings** including skyscrapers, offices, cultural centres and urban residences.
- Several of Milan and Italy's highest and most innovative skyscrapers, including the futuristic CityLife complex (visible in the background), are located in the Porta Nuova district. Among these, the **Torre UniCredit** –housed in the vibrant Piazza Gae Aulenti -, the **Torre Solaria** – the highest residential skyscraper in Italy-, the **Torre Diamante** and the green complex of the **Bosco Verticale** featuring hanging gardens designed by Stefano Boeri.
- The large public park in the middle of the neighbourhood, known as the **BAM Biblioteca degli Alberi**, extending over an area of 90,000 sq.m., was designed to provide a vast number of interconnecting pedestrian paths and to create a real botanical library. The park features over **450 trees** and **90,000 different plant species**, plus recreational areas, themed circular forests, teaching paths and pedestrian and bike paths. In summer, the park is also used to host outdoor concerts and events.

[www.portanuova.com](http://www.portanuova.com) - [bam.milano.it](http://bam.milano.it)





WELCOME | PANORAMA

# THE DUOMO'S TERRACES

OVERLOOKING THE CITY



≡ INDEX



Milano  
PANORAMICA



— After crossing the threshold of its 18th century façade in **Candoglia marble**, the interior of the Cathedral is revealed in all its majesty. One of the **most important Gothic buildings in the world**, the church, constructed over a period of 450 years (begun 1386), is the symbol of Milan. Built in the shape of a Latin cross, the cathedral is divided by soaring pillars into five naves, the largest of which measures 45 metres in height.

— The interior boasts an apse with a **large rose window**, stained glass windows decorated with episodes from the Bible, chapels and **high marble columns** with capitals featuring statues of saints.

— To experience the Duomo at its most majestic you must **ascend to the roof** (either by elevator or by steps) where you will be surrounded by an outburst of **pinnacles, turrets and marble statuary** and, naturally, the city's famed golden "**Madonnina**". Here you can wander among **135 spires and 3,400 statues**.

— **Guided tours** for small groups help visitors learn about the secrets behind the Duomo's construction. The tour starts from the back of the choir which leads to the **Crypt** housing the tomb of San Carlo Borromeo, and then moves on to the **Archaeological Area** where you'll find the remains of the Battistero di San Giovanni alle Fonti, dating back to 397 A.D. This is where Sant'Ambrogio christened St. Augustine. Next is the old Basilica of Santa Tecla (4th century).

— Before accessing the Cathedral and its treasures, visit the nearby **Museo del Duomo**, located inside Palazzo Reale. The museum houses more than **150 masterpieces** from the 15th century to the present time, including statues, architectural models, plaster casts, terracottas and paintings.

[www.duomomilano.it](http://www.duomomilano.it)



# DISCOVER AND ENJOY

*This month's round-up of shows,  
art exhibitions, and music.*

*More on [www.wheremilan.com/all-events](http://www.wheremilan.com/all-events)*



- **supersalone** **DESIGN**  
Special Edition at Rho Fairgrounds (+ **Triennale Milano/ADI Design Museum/Teatro alla Scala**) • 5-10 September
- **Maurizio Cattelan** **CONTEMPORARY ART**  
at Pirelli HangarBicocca • until 20 February 2022
- **"Le Sacre" at Bagni Misteriosi** **BALLET**  
(Teatro Franco Parenti) • 21 September
- **Neil Beloufa** **CONTEMPORARY ART**  
at Pirelli HangarBicocca • until 9 January 2022
- **La Forma del Tempo** **HISTORY**  
at Museo Poldi Pezzoli • until 27 September
- **Simon Fujiwara** **CONTEMPORARY ART**  
at Fondazione Prada • until 27 September
- **Formula 1 Gran Premio d'Italia** **SPORT**  
at Monza • 10-12 September
- **Lisa Borgiani** **PHOTOGRAPHY**  
at Ex Fornace Gola • 22 September – 4 October
- **"Painting is back"** **CONTEMPORARY ART**  
at Gallerie d'Italia-Piazza Scala • until 3 October



- **MIART 2021** **CONTEMPORARY ART**  
at Fieramilanocity • 17-19 September
- **"The World of Banksy"** **CONTEMPORARY ART**  
at Teatro Nuovo di Milano • 8 September-31 October
- **Arnaldo Pomodoro** **EXPERIENCE**  
"Ingresso del Labirinto" • until 11 September
- **Claude Monet** **ART**  
at Palazzo Reale • until 30 January 2022
- **Mario Sironi** **ART**  
at Museo del Novecento • until 27 March 2022
- **"Il Corpo e l'Anima da Donatello a Michelangelo"** **ART**  
at Castello Sforzesco • until 24 October
- **MITO SettembreMusica** **MUSIC**  
several locations in Milan (and Turin) • 8-26 September
- **Inauguration Concert by laVerdi** **MUSIC**  
at Teatro alla Scala • 12 September
- **Peter Lindbergh** **PHOTOGRAPHY**  
at Armani/Silos • until 21 September
- **Jacques Henri Lartigue** **PHOTOGRAPHY**  
at Museo Diocesano • until 10 October
- **Tina Modotti** **PHOTOGRAPHY**  
at MUDEC • until 7 November
- **"Submariner" by Vanni Cuoghi** **CONTEMPORARY ART**  
at Acquario Civico di Milano • until 12 September

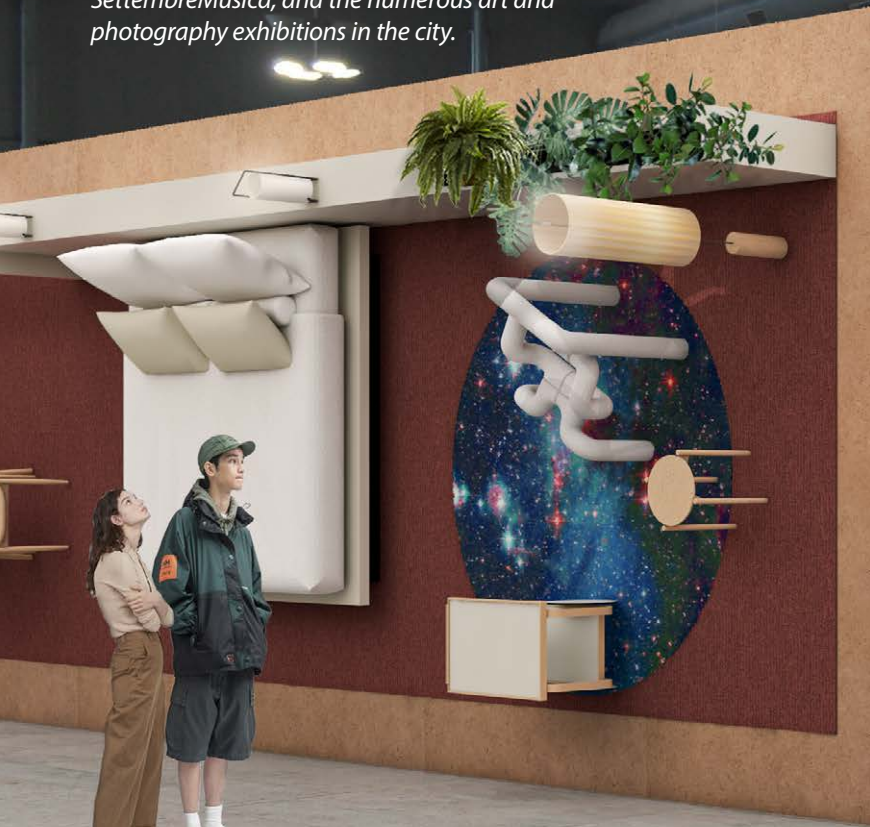
... and more about Pinacoteca di Brera, Fondazione Prada, Triennale Milano, ADI Design Museum, Civic Museums, Acquaworld, Idroscalo and the new Museo delle Illusioni.



WELCOME | WHAT TO DO

# DISCOVER AND ENJOY

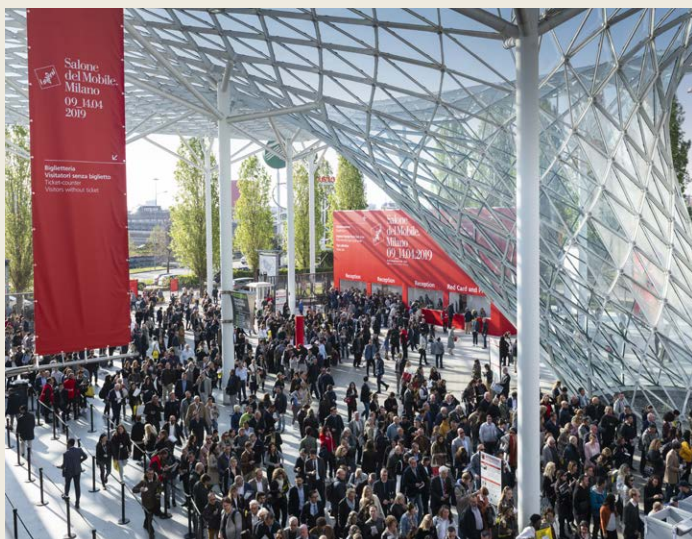
*The month of September is characterised by a great ferment of recovery. The challenge of the relaunch is entrusted to the "supersalone" Special Edition, together with the festival celebrating the music of all time, MITO SettembreMusica, and the numerous art and photography exhibitions in the city.*



≡ EVENTS







5-10 SEPTEMBER

## DESIGN STARTS HERE AGAIN

It is **unique, original, unrepeatable**: the 59th edition of the Salone del Mobile.Milano resumes as a **Special Edition** after being suspended in 2020 due to the pandemic, under the banner of relaunching the economy and the design sector. In the spaces of **Fiera Milano in Rho**, the event that this year is called "**supersalone**" does not have the usual stands set up by companies to present their collections, but a **collective exhibition path**.

**supersalone Special Edition**

**Salone del Mobile.Milano 2021**

**5-10 SEPTEMBER**

*Fiera Milano, Rho (MI).*

*Entrance: Porta Est, Porta Ovest, Porta Sud*

*[www.salonemilano.it](http://www.salonemilano.it)*



# WELCOME | WHAT TO DO

---

## SUPERSALONE

This is the best showcase for the **large companies and small businesses** that represent the fabric of the design supply chain and the place where **international and Italian-made excellence** is showcased. In synergy with the city of Milan, which is ready to welcome this great global event!



## THE SPACES

Among **thematic paths and areas for meetings and talks** with the protagonists of the contemporary creative scene, the layout of the fair is characterised by a **dynamic and fluid setting** where companies present the best of their **production of the last 18 months** in a highly emotional and scenic context. Visitors can thus freely navigate inside a **large design library**. Contrary to the usual, the event is **open to the public every day**, with the possibility of purchasing new products at exclusive prices. And part of the proceeds will be donated to charity.





## THE TEAM

The special event of the Salone del Mobile.Milano is curated by **Stefano Boeri**, architect and president of Triennale Milano, assisted by young international designers and professionals: Andrea Caputo, Maria Cristina Didero, Anniiina Koivu, Lukas Wegwerth and Marco Ferrari and Elisa Pasqual of Studio Folder - in collaboration with Giorgio Donà, co-founder and director of Stefano Boeri Interiors.



## SUSTAINABLE

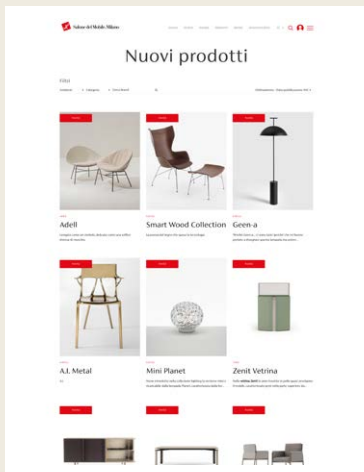
All the materials and components of the exhibition can be **dismantled and reused**. A green area welcomes visitors at the East Gate entrance to the Fair and the trees used, thanks to the **Forestami project**, will be planted in the Milan metropolitan area.



# WELCOME | WHAT TO DO

## DIGITAL

A new digital platform has been created both to **support exhibiting companies** by multiplying the ways and opportunities to relate to their customers, and to strengthen the **authority and leadership** of the event with **editorial contributions**. An agile and **integrated tool** that brings together all the voices of the **design community**.



## “URBAN” EVENTS

In addition to the main location, which is the Fiera, the “urban” events take place mainly at the **Triennale Milano**, **Teatro alla Scala** and the **ADI Design Museum**. A highly innovative event that “confirms, once again, the centrality of Milan as the world capital of creative innovation and social generosity”, as Stefano Boeri says, in view of the 60th edition of the Salone scheduled for April 2022.



## PEOPLE

**Maria Porro**, born in 1983, is the new **president of the Salone del Mobile.**

**Milano**, with “the task of accompanying the Salone, a unique and indispensable stage for design, towards the future challenges of sustainability, digitalisation, research, innovation, creativity and inclusion, while maintaining the highest quality”.

Born in 1956, **Stefano Boeri** is the curator of the supersalone 2021, an edition he has defined as “unique, unprecedented, unmissable also because it is linked to the moment we are living in. An event made up of imagination, participation and digital innovation, which will transform the Fiera into a multifaceted city.”



© Laila Pozzo





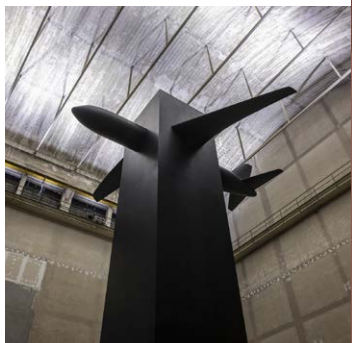


UNTIL 20 FEBRUARY 2022

## CATTELAN, THE GREAT RETURN TO MILAN

After more than 10 years, Milan hosts an exhibition dedicated to **Maurizio Cattelan** (Padua, 1960), an artist who often draws inspiration from historical events and symbols of society, highlighting its contradictions with an ironic and corrosive language. The **Pirelli HangarBicocca** hosts historical and new works that give life to a **site-specific project** not to be missed. The theme is existential concepts such as the fragility of life, memory and the sense of individual and community loss.

**Maurizio Cattelan, Breath Ghosts Blind.** *Pirelli HangarBicocca, via Chiese 2. [www.pirellihangarbicocca.org](http://www.pirellihangarbicocca.org)*



DISCOVER MORE >



Only for  
**Where**  
50% OFF



# Leonardo da Vinci as never seen before

**Leonardo3 Museum**

**Milan, Piazza della Scala**  
(at the entrance of Galleria)

open daily from 10 am to 6 pm

Audio guide in  
Chinese, English,  
French, German,  
Italian, Portuguese,  
Russian and Spanish



leonardo3museum



leonardo3\_museum

## WELCOME | WHAT TO DO



21 SEPTEMBER

### THE GREEN BEACH OF MILAN

Among the appointments not to be missed in September in the swimming pool of the **Bagni Misteriosi** (Teatro Franco Parenti), mention must be made of the last one of the season, "**Le Sacre**", with the great **etoile Luciana Savignano** (21 September). A show that has seen numerous replicas both in the theatre and on site-specific occasions. To the music of **Stravinsky**, the figure of **Mother Earth** invokes among her children the **return of spring**, a symbol of rebirth and healing, but also of sacrifice: "what are you willing to sacrifice to be reborn?".

**Teatro Franco Parenti – Bagni Misteriosi**

*Via Pier Lombardo, 14. [www.teatrofrancoparenti.com](http://www.teatrofrancoparenti.com)*



UNTIL 9 JANUARY 2022  
**PARADOXES OF  
CONTEMPORARY ERA**



**NEİL BELOUFA.** *Digital Mourning*  
Pirelli HangarBicocca. Via Chiese, 2.  
[pirellihangarbicocca.org](http://pirellihangarbicocca.org)

“Digital Mourning” is the first major solo exhibition devoted to French-Algerian artist Neil Beloufa in an Italian institution, and it stems from a reflection on the current times and on the concept of life in our digital world. Resembling the **scenario of an “amusement” park**, the space embraces a large selection of works, including the artist’s most relevant installations and walk-through sculptures... but the exhibition appears to come alive only through a series of narrative voices.

---

UNTIL 27 SEPTEMBER  
**JEWELS OF TIME**

Milan’s house museum Poldi Pezzoli, a precious jewel of art and architecture, is devoting a new exhibition to **man’s relationship with time**, from antiquity to the threshold of the modern age. On show, works from Titian to Bernini - with the technological advancement in its measurement, through the observation angles of science, literature and art.



**La Forma del Tempo**  
Museo Poldi Pezzoli, Via Manzoni 12.  
[www.museopoldipezzoli.it](http://www.museopoldipezzoli.it)





UNTIL 27 SEPTEMBER  
**THE “REAL WORLD”  
OF IMAGES**



For this new site-specific project conceived for the **Podium of Fondazione Prada**, **Simon Fujiwara** introduces audiences to the world of **“Who the Bær”**, an original cartoon character that inhabits a universe created by the artist. Visitors are introduced to the basic design of the cartoon character.

**“WHO THE BÆR”**  
by **Simon Fujiwara**  
Fondazione Prada. Largo  
Isarco, 2. [fondazioneprada.org](http://fondazioneprada.org)



## PINACOTECA DI BRERA

One of the most famous painting collections in Italy, the Pinacoteca di Brera is specialised in **Venetian and Lombard painting**. A new feature marks its reopening: the **BreraCARD**, no longer a simple ticket, but a nominal card that entitles you to visit the rooms of the physical museum **for 3 months** and the **BreraPlus+** virtual museum **for a year!** [pinotecabrera.org](http://pinotecabrera.org)







## THE MALDIVES ON THE OUTSKIRTS OF MILAN

At **Acquaworld**, Italy's first and only indoor and outdoor water and wellness park, , "**SwimVR**" is a revolutionary **virtual reality** system adapted to the water with which to experience floating surrounded by brightly coloured fish, sea turtles and tropical corals. Like a regular **diving mask**, it allows for **virtual snorkelling** in a very simple and natural way.

**ACQUAWORLD.** Via G. La Pira, 16. Concorezzo (MB).  
30 minutes from Milan. [www.acquaworld.it](http://www.acquaworld.it)



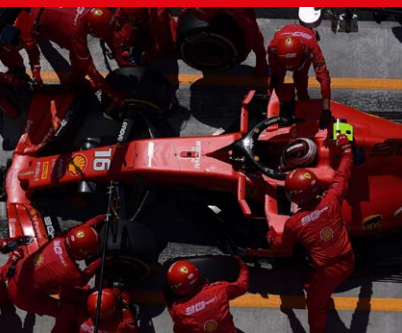
## IDROSCALO: SPORT, WELL-BEING AND FUN

A few kilometres from the centre of Milan, the Idroscalo is a natural area, a **family park** where you can spend your **free time** and **practice sports**. Created in the 1920s as an airport for seaplanes, its large reservoir offers a wide range of facilities, with swimming pools, a beach, two adventure parks for all ages, and **facilities dedicated to sport and fun**, including the rental of boats or the possibility of water skiing, diving in the AcquaPlay or renting a bicycle for a nice walk in the park. [idroscalo.org](http://idroscalo.org) – [www.idroscalomilano.com](http://www.idroscalomilano.com)



## WELCOME | WHAT TO DO

### 10-12 SEPTEMBER **FORMULA 1 REV UP**



**Formula 1 Gran Premio d'Italia 2021.** Autodromo Nazionale Monza. [www.monza.net.it](http://www.monza.net.it)

The **Monza's Formula 1 Italian Grand Prix**, in the historic track in the Monza park, is at its **92nd edition** and Monza is also the race in which drivers reach **the highest speeds in the world**. Every year, visitors flock to Monza's temple of speed to see the start of this amazing race, as magnificent F1 cars battle it out for a win on this world-famous race track during the Italian leg of the world Formula 1 Racing Championships. An unmissable appointment for all Formula 1 fans!

Athens, Berlin, Milan, Rome and Ventotene are the places from which the great **photographic journey** of the young artist **Lisa Borgiani**, in search of **Europe's identity**, began. A work in progress that will visit many other European capitals and cities, where the protagonists are black and white portraits of city dwellers, immortalised as they answer the question **"What is Europe for you?"**.

### **WHAT IS EUROPE TO YOU?** **by Gigliola Foschi**

*Ex Fornace Gola.*  
Alzaia Naviglio Pavese, 16.  
[www.whatseurope.eu](http://www.whatseurope.eu)

### 22 SEPTEMBER – 4 OCTOBER **FACES AND VOICES FROM EUROPE**



## THE TRIENNALE LOOKS TO THE FUTURE

Until May 2022 there will be many activities, exhibitions, shows and cultural events which will make **Triennale Milano** a privileged place for culture in dialogue with the city, animating the spaces of the **Palazzo dell'Arte** and the **Garden**. Among the exhibitions, we would like to highlight "**Vico Magistretti. Architetto milanese**" (until 12 September) for the centenary of his birth and "**Les Citoyens**" in collaboration with the Fondation Cartier pour l'art contemporain (until 12 September). Closing the next 12 months of programming will be the 23rd International Exhibition "**Unknown Unknowns. An Introduction to Mysteries**" which will open on 22 May 2022.

**For info: [www.triennale.org](http://www.triennale.org)**





UNTIL 3 OCTOBER

## “THE ITALIANS... TURN UP EVERYWHERE” \*

*\*From the “New York Times”, 1982.*

Mario Schifano, Mimmo Paladino, Mario Merz, Mimmo Rotella, Valerio Adami, Emilio Tadini and Studio Azzurro, to name but a few, were the courageous artists who brought painting back into the limelight in that decade, displaying a **disruptive force** and **unique creative freedom** that also gave them international visibility.

### **PAINTING IS BACK. Anni Ottanta, la pittura in Italia**

*Gallerie d'Italia - Piazza Scala. [www.gallerieditalia.com](http://www.gallerieditalia.com)*

17-19 SEPTEMBER

## **MODERN ART RETURNS TO MILAN**



COURTESY: TRIANGLE GALLERY, MOSCA AND THE ARTIST

The 2021 edition of **Miart** – **Milan’s modern and contemporary art fair** - will host **142 galleries**, a third of which are non-Italian, from **over 20 countries**, divided into 5 sections. As always, it will be a showcase for established contemporary artists, modern masters and emerging young artists, with an eye also on signature design. Artistic Director of the 25th edition is Nicola Ricciardi.

### **MIART 2021**

*Fieramilanocity. [www.miart.it](http://www.miart.it)*





**SYMPHONIC SEASON**

2021 / 2022

# ENJOY THE MUSIC with laVerdi

Milano Symphony Orchestra

DISCOVER MORE >



photo © Studio Hänninen

  
**Auditorium**  
Fondazione Cariplo

Largo Gustav Mahler

tuesday / sunday  
10.00 - 19.00

Info & tickets

**laverdi.org**



  
**laVerdi**  
ORCHESTRA SINFONICA  
di Milano

Una coppia di amanti,  
un momento come tutti,  
una scena nel buio.

Ti prego, spiegando le  
sensazioni, il cuore ridotto  
quasi in cenere, prenditi cura  
della mia fine.





## ADI, A NEW HOUSE OF ITALIAN CREATIVITY

Milan has a **new educational** space and **research centre**, a dynamic point of reference for the design community. The **ADI Design Museum** is dedicated to the **Compasso d'Oro Historic Collection** (from 1954 to today) and includes a **permanent exhibition**, a selection of in-depth **temporary** exhibitions, a **meeting place**, a **bookshop**, a **cafeteria** and a **Junior Design Lab**. This month we highlight the **first temporary exhibition (until November)**, a historical reflection based on a sequence of "judicious couplings" of Award-winning designs: an exhibition as a sequence of **iconic pairs of Italian design**, presented so as to underline the evolution of the species of certain objects that continue to be a constant part of our lives.

### ONE TO ONE. The species of objects

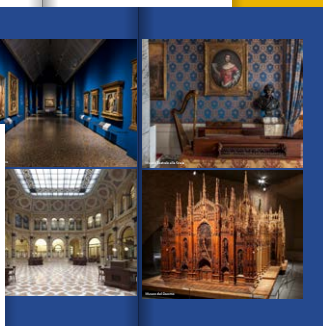
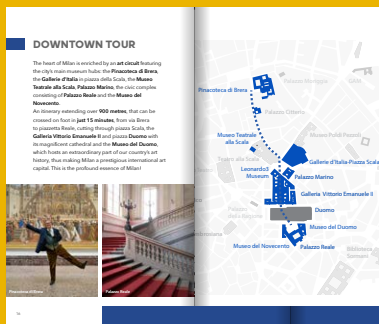
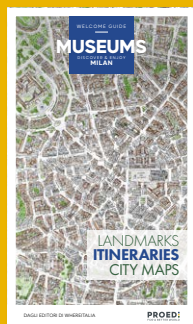
*ADI Design Museum. Compasso d'Oro  
Piazza Compasso d'Oro, 1 (entrance from Via Ceresio, 7  
Via Bramante, 42 – Piazzale Cimitero Monumentale).  
[www.adidesignmuseum.org](http://www.adidesignmuseum.org)*



# MUSEUMS

## DISCOVER & ENJOY MILAN

More than **100 museums** and **exhibition venues** in Milan, from the most famous and unmissable to the lesser known even to the Milanese.



DOWNLOAD >



DAGLI EDITORI DI WHEREITALIA

**PROED**  
FOR A BETTER WORLD



**THE WORLD OF BANKSY.**  
**The immersive Experience**  
*Teatro Nuovo di Milano. Piazza San Babila, 3. [www.teatronuovo.it](http://www.teatronuovo.it)*

8 SEPTEMBER –  
31 OCTOBER

## THE WORLD OF BANKSY

More than **100 splendid works of art and murals** created by young anonymous artists from all over Europe tell the story of the world of the **mysterious British artist**, famous for tackling political and social issues with irony. The exhibition includes iconic works such as "Girl with Balloon" and "Flower Thrower", as well as **never-before-exhibited material** from major projects.





## UNTIL 11 SEPTEMBER **EXPLORING A MAGICAL SITE**

An extremely evocative visit to **Arnaldo Pomodoro's environmental installation**, where art and introspection intertwine: a synthesis of the **great Italian sculptor's work**, created over 16 years and located in the underground spaces of the former Riva Calzoni, now a **Fendi showroom**. The dates available in September are: 1, 2, 3, 4, 7, 8, 9, 10, 11 by appointment only.

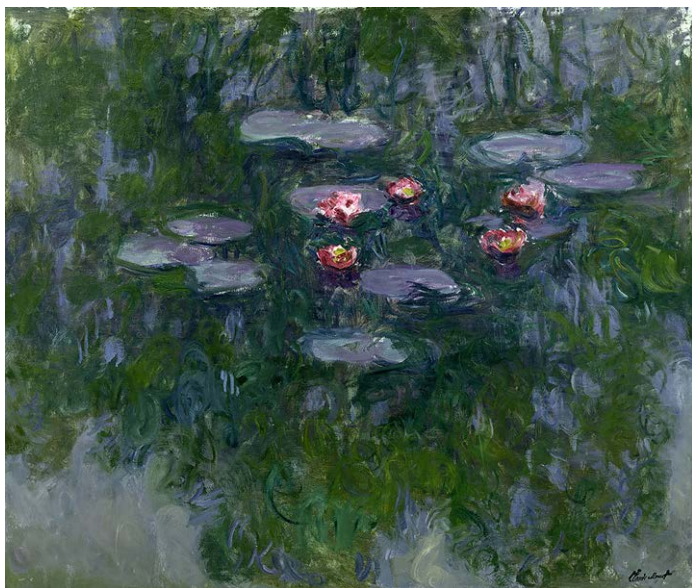
**"Ingresso del labirinto"**  
**by Arnaldo Pomodoro**  
Via Solari, 35  
[fondazionearnaldopomodoro.it](http://fondazionearnaldopomodoro.it)



*Arnaldo Pomodoro, "Ingresso nel Labirinto", 1995-2011.  
Installation view. ph. Dario Tettamanzi  
Courtesy: Fondazione Arnaldo Pomodoro*







UNTIL 30 JANUARY 2022  
**THE WORLD OF MONET**

The autumn season of exhibitions at the **Palazzo Reale** inaugurates with the monographic exhibition dedicated to **Claude Monet**, **hosting over 50 works** by the best-loved of **Impressionist** artists, organised in collaboration with the **Musée Marmottan Monet in Paris**, where the entire body of works comes from. The exhibition illustrates Monet's entire artistic career, from his early en plein air works and small format works to rural urban landscapes.



**MONET**

*Palazzo Reale.*

*Piazza Duomo, 12*

*[www.palazzorealemilano.it](http://www.palazzorealemilano.it) –*

*[www.monetmilano.it](http://www.monetmilano.it)*





UNTIL 27 MARCH 2022

### **AUSTERE, FREE, GRANDIOSE. SIRONI AT THE MUSEO DEL NOVECENTO**

Seventy years after the death of **Mario Sironi**, an Italian painter who was one of the initiators of the **Novecento art movement**, the Museo del Novecento is exhibiting **110 works** - some of which have never been on show before - that reconstruct his entire artistic career. From the famous **urban landscapes**, his most famous theme inspired by the city of Milan where he arrived in 1919, to the monumental masterpieces that testify to his link with mural painting in the 1930s.



**MARIO SIRONI. Sintesi e grandiosità.** Museo del Novecento. Piazza Duomo, 8. [www.museodelnovecento.org](http://www.museodelnovecento.org)

UNTIL 24 OCTOBER

### **SCULPTURE SHOWS THE SOUL**



The exhibition at the **Castello Sforzesco** dedicated to Italian **Renaissance sculpture** brings together 60 years of works from **Donatello to Michelangelo** wrested from marble, modelled in terracotta, carved in wood, cast in bronze. **120 masterpieces** from the second half of the 15th to the mid-16th century, from the world's most important museums, brought to what was once Leonardo's "home".

**Il Corpo e l'Anima da Donatello a Michelangelo.** *Scultura Italiana del Rinascimento.* Castello Sforzesco, Sale Viscontee. Piazza Castello. [milanocastello.it](http://milanocastello.it)





8-26 SEPTEMBER

## MITO: MUSIC THAT CROSSES TIME

In September, **Milan and Turin** will once again host **musicians from all over Europe** with **126 concerts** that will play on the **theme "Futuri"**. A title that tells how composers have always written music that was perfect for their era but then bequeathed it to posterity, or composed for ears that did not yet exist. This is the **challenge of music**: to cross time after months in which time has been interrupted by the pandemic.

A **symmetrical playbill** for the two cities, an articulated and varied programme, but at the same time coherent, that gathers different proposals for different listeners, with many new proposals. Led by the great Artistic Director **Nicola Campogrande**, the festival opens on **8 September at the Teatro Dal Verme** with the Orchestra Sinfonica Nazionale della Rai conducted by Fabio Luisi, together with pianist Francesco Piemontesi, and closes in Milan with the Orchestra del Teatro Regio di Torino conducted by Pablo Heras-Casado and in Turin with the Filarmonica della Scala conducted by Riccardo Chailly. Other guests include pianists Ivo Pogorelich, Brad Mehldau, Gabriela Montero, Michail Lifits; violinist Sergej Krylov; tenor Ian Bostridge; accordionist Ksenija Sidorova.

**MITO SettembreMusica 2021**

[www.mitosettembremusica.it](http://www.mitosettembremusica.it)





12 SEPTEMBER

## OPENING CONCERT AT LA SCALA

laVerdi's 2021/22 Season begins on Sunday 12 September with the traditional **Inauguration Concert** at the **Teatro alla Scala**. Claus Peter Flor will conduct the **Orchestra Sinfonica di Milano** in two masterpieces by **Liszt** and **Brahms**, together with the brilliant piano talent of Mariangela Vacatello. The programme includes Franz Liszt's *Piano Concerto No. 1 in E flat major S124 for piano and orchestra* and Johannes Brahms' *Symphony No. 4 in E minor op. 98*. Tickets are already on sale online. For information and to buy tickets: [laverdi.org](http://laverdi.org)

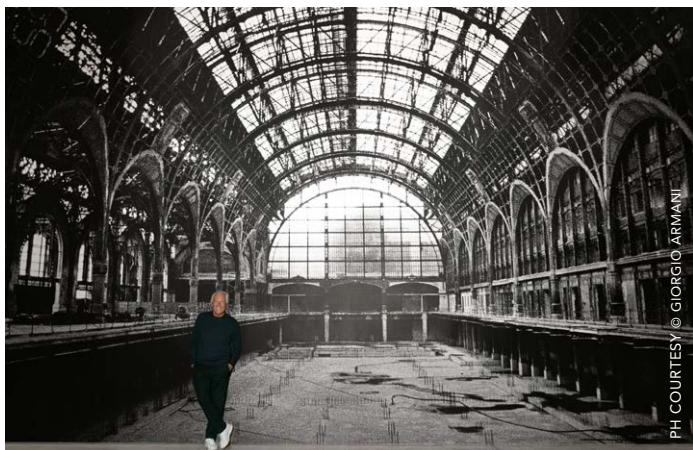
### Inauguration Concert

by the **Orchestra Sinfonica di Milano Giuseppe Verdi**

*Teatro alla Scala, 7pm. Via Filodrammatici, 2.*

[www.teatroallascala.org](http://www.teatroallascala.org)





UNTIL 21 SEPTEMBER

## ARMANI HOSTS LINDBERGH

This exhibition, curated personally by Giorgio Armani, offers an extraordinary overview of the work of **Peter Lindbergh**.

The photographer's unique viewpoint, his idea of space and beauty, his **unmistakable aesthetics** and his sources of inspiration are revealed in a journey that goes way beyond the usual concept of fashion photography.

### Heimat. A Sense of Belonging

ARMANI/SILOS. Via Bergognone, 40. [www.armanisilos.com](http://www.armanisilos.com)



## WELCOME | WHAT TO DO

---

UNTIL 10 OCTOBER

### LARTIGUE DISCOVERING HAPPINESS



Mediterraneo 1927, Photograph by Jacques Henri Lartigue © Ministère de la Culture (France)

An exhibition of **120 images and archive material** traces the career of **French photographer Jacques Henri Lartigue** from the beginning of the 20th century to the 1980s. An enfant prodige of photography who tells us about Paris of the nouveau siècle, two world wars and the worlds of fashion and cinema in the 1970s and 1980s.

**JACQUES HENRI LARTIGUE.**

**L'invenzione della felicità.**

*Museo Diocesano Carlo Maria Martini. Piazza Sant'Eustorgio, 3 – Corso di Porta Ticinese, 95.  
[www.chiostrisanteustorgio.it](http://www.chiostrisanteustorgio.it)*

Tina Modotti, an **Italian photographer, activist and actress**, has left an indelible mark on the history of contemporary photography. She expressed her idea of freedom through photography and **civil commitment especially in Mexico**, a country that had welcomed her and of which she became an icon, but soon crossed the borders of the Americas, to be recognized on the world art scene.

**TINA MODOTTI. Donne, Messico e libertà.**

*MUDEC Museo delle Culture,  
Via Tortona 56. [www.mudec.it](http://www.mudec.it)*

UNTIL 7 NOVEMBER

### THE REVOLUTIONARY PHOTOGRAPHY OF TINA MODOTTI



© TINA MODOTTI @ MUDEC







UNTIL 12 SEPTEMBER

### **A SURREAL JOURNEY THROUGH THE SEABED**

The **Acquario Civico di Milano**, a Liberty-style building located at the entrance to Parco Sempione, between Castello Sforzesco and the Arena, is hosting an exhibition project that enhances its history and hydrobiological heritage: an exhibition made up of surreal, ironic, dreamlike quotations, enriched by mysterious elements. Genoese artist **Vanni Cuoghi** is exhibiting **16 evocative scenic works**, many of which are new, whose subjects are inspired by the seabed and the creatures that inhabit it.

**SUBMARINER** by Vanni Cuoghi

*Acquario Civico di Milano. Viale G. Gadio, 2.*

*[www.acquariodimilano.it](http://www.acquariodimilano.it)*



### EXPLORE THE FANTASTIC WORLD OF ILLUSIONS

Already present in 32 cities around the world, the “Museo delle Illusioni” allows you to experience **over 70 attractions** that engage all of your senses. Between **science and mathematics, biology and psychology**, this interactive museum offers the opportunity to learn while having fun with **games of perspective** and **optical illusions**, testing the mechanisms of the human mind. Five rooms designed by architects Sven Franc and Jasmina Frinčić take visitors into a “magical” world that will surprise between a **vortex tunnel** and an **anti-gravity room**, as well as other curious attractions, tricks and puzzles.

#### Museo delle Illusioni

Via L. Settembrini, 11. [milan.museodelleillusioni.it](http://milan.museodelleillusioni.it)



# 2021 EVENTS IN ITALY

Find the next year calendar  
on [www.whereitaly.com/milan](http://www.whereitaly.com/milan)



## SEPTEMBER

**1-11/9** | Venice | International Exhibition of Cinematographic Art. [www.labiennale.org](http://www.labiennale.org)

**4-17/9** | Venice | #VivaVetro (The Venice Glass Week 5th edition). [www.theveniceglassweek.com](http://www.theveniceglassweek.com)

**5-8/9** | Milan | HOMI The lifestyle Trade Fair @ Fieramilanocity & MiCo. [www.homimilano.com](http://www.homimilano.com)

**5-10/9** | | Milan | SUPERSALONE and Fuorisalone [www.salonemilano.it](http://www.salonemilano.it) + Milano Design Week. [www.milanodesignweek.org](http://www.milanodesignweek.org)

**8-26/9** | Milan | MiTo SettembreMusica [www.mitosettembremusica.it](http://www.mitosettembremusica.it)

**10-14/9** | Vicenza | VicenzaOro. [www.vicenzaoro.com](http://www.vicenzaoro.com)

**12/9** | Monza (Milan) | Formula 1. Italian Grand Prix. [www.formula1.com](http://www.formula1.com)

**13-19/9** | Milan | Milano Artweek [milanoartweek.comune.milano.it](http://milanoartweek.comune.milano.it)

**16-21/9** | Genoa | International

Boat Show (61st edition).

[www.salonenautico.com](http://www.salonenautico.com)

**17-19/9** | Milan | MIART. [www.miart.it](http://www.miart.it)

**17-19/9** | Milan | Orticola di Lombardia. [www.orticola.org](http://www.orticola.org)

**17-19/9** | Pitti Fragranze | Stazione Leopolda (Florence). [fragranze.pittimagine.com](http://fragranze.pittimagine.com)

**18-20/9** | Milan | HOMI Fashion & Jewels. [www.homifashionjewels.com](http://www.homifashionjewels.com)

**18/9-9/10** | Viareggio (Tuscany) | Carnevale di Viareggio. [viareggio.ilcarnevale.com](http://viareggio.ilcarnevale.com)

**19/9** | Rome | Acea Run Rome The Marathon. [www.runromethemarathon.com](http://www.runromethemarathon.com)

**19-21/9** | Milan | Mipel. [mipel.com](http://mipel.com)

**19-21/9** | Milan | Micam. [milano.themicam.com](http://milano.themicam.com)

**19-21/9** | Milan | The One Milano. [www.theonemilano.com](http://www.theonemilano.com)

**21-27/9** | Milan | Milano Moda Donna. [www.cameramoda.it](http://www.cameramoda.it)

**22-24/9** | Milan | Lineapelle. [www.lineapelle-fair](http://www.lineapelle-fair)



# 2021 EVENTS IN ITALY

Find the next year calendar  
on [www.whereitalia.com/milan](http://www.whereitalia.com/milan)



## OCTOBER

**2-10/10** | Milan | Milano Wine Week. [www.milanowineweek.com](http://www.milanowineweek.com)

**7-10/10** | Milan | MIA Milan Image Art Fair @ Superstudio Maxi. [www.miafair.it](http://www.miafair.it)

**9/10– 5/12** | Alba (Piedmont) | International Alba White Truffle Fair. [www.feradeltartufo.org](http://www.feradeltartufo.org)

**10/10** | Trieste | Barcolana. [www.barcolana.it](http://www.barcolana.it)

**10-12/10** | Milan | World Routes. [www.routesonline.com](http://www.routesonline.com)

**12-13/10** | Milan | SMAU. [www.smau.it](http://www.smau.it)

**14-18/10** | Turin | International Bookfair (33rd edition). [www.salonelibro.it](http://www.salonelibro.it)

**15-24/10** | Perugia | Eurochocolate. [www.eurochocolate.com](http://www.eurochocolate.com)

**17-19/10** | Verona | Vinitaly (54th edition). [www.vinitaly.com](http://www.vinitaly.com)

**22-26/10** | Milan | TuttoFood. Milano World Food Exhibition. [www.tuttofood.it](http://www.tuttofood.it) and Host Milano. [host.feramilano.it](http://host.feramilano.it)

## NOVEMBER

**5-7/11** | Turin | Artissima 28th edition. [www.artissima.art](http://www.artissima.art)

**5-9 /11** | Merano (Trentino-Alto Adige) | Merano Wine Festival. [www.meranwinefestival.com](http://www.meranwinefestival.com)

**17-21/11** | Milan | BookCity Milano. [bookcitymilano.it](http://bookcitymilano.it) and Music Week. [www.milanomusicweek.it](http://www.milanomusicweek.it)

**21/11** | Venice | Festa della Salute. [venice.whereitalia.com](http://venice.whereitalia.com)

**25-28/11** | Milan | EICMA International Motorcycle and Accessories Exhibition. [www.eicma.it](http://www.eicma.it)

**End of November** | Venice | Teatro La Fenice – Opening of the Opera Season. [www.teatrolafenice.it](http://www.teatrolafenice.it)

## DECEMBER

**7/12** | Milan | Teatro alla Scala – Opening of the Opera Season: "Machbeth" by Giuseppe Verdi (conductor: Riccardo Chailly). [www.teatroallascala.org](http://www.teatroallascala.org)





WELCOME | WHAT TO DO

Triennale Milano



Open-air  
*Contemporary Art*

Not just museums and art galleries... this month in Milan offers the opportunity to discover somewhat outside the box.

≡ INDEX







Piazza Cadorna



Piazza Gae Aulenti

**I**n a city as cosmopolitan and open to innovation as Milan, it is no surprise that art finds a place even in unconventional locations, in dialogue with nature and urban architectures, blending in with them. Thanks to the Ministry for Cultural Heritage and Activities and Tourism, which has carried out an **official mapping of public art in Italy**, now those who love spending a pleasant time outside and who don't have time on their side can find

the visiting experience to suit them, to discover the sites of contemporary art in Milan.

### “Needle, Thread and Knot”

#### PIAZZA CADORNA

Places that are at a distance from each other, such as the fountain and the square of Cadorna Station, are joined together virtually by a yellow, red and green needle and knotted thread, a metaphor for the lines of the Milanese underground, which connected up the city as early as the 1990s. This is



## WELCOME | WHAT TO DO

---

the meaning of the imposing work by **Claes Oldenburg and Coosje van Bruggen** that is visible outside **Cadorna railway station**.

### 'Egg'

#### PIAZZA GAE AULENTI

A glass ogival structure designed by **Alberto Garutti** at the foot of the **UniCredit Tower** reveals 23 chromed brass tubes, which, almost like long trumpets, create communication - also in sound terms - between different storeys of the building that are apparently distant and without any relationship with each other.

### 'L.O.V.E.'

#### PIAZZA AFFARI

The name of this large statue outside the **Milan Stock Exchange** is the acronym for "libertà, odio, vendetta, eternità" (i.e. freedom, hatred, revenge, eternity), but the real meaning of the middle finger of sculptor **Maurizio Cattelan** is intentionally ambiguous. A provocation? You be the judge of that!

### Graffiti

Graffiti are among the undisputed protagonists of Milanese contemporary art. All areas of the city, particularly those around the **San Siro**



Piazza Affari



San Siro





Piazza Meda

**Racecourse**, are dotted with masterpieces by the exponents of local street art. Look out for them; they deserve much more than a photo.

## **Bagni Misteriosi**

### **GARDENS OF THE TRIENNALE**

Two swimmers, a swan, a platform, a cabin and a fountain stand out, immersed in a small swimming pool, in the heart of the **park around the Triennale Milano**. The work, created by **Giorgio de Chirico**, refers to the artist's childhood in Greece.



Stazione Centrale

## **La Mela Reintegrata** **CENTRAL STATION**

Heading towards the **square outside the Central Station**, why not stop for a while to look at the large white apple made of marble powder and metal in the middle of it. It's "La Mela Reintegrata" by **Michelangelo Pistoletto**, a curious allegory of a future in which science and technology finally blend with nature.

## **'Grande Disco',** **PIAZZA MEDA**

The distinctive style of **Arnaldo Pomodoro** is

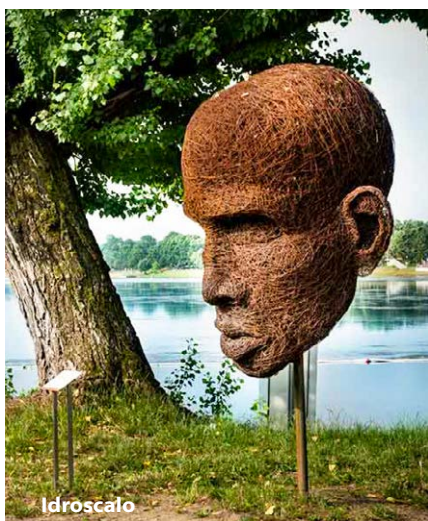




immediately recognisable in the large bronze work a few yards from the **Quadrilateral of Fashion**. "Grande Disco" (Large Disk) is an abstract representation of man, previously inscribed in a circle by Leonardo da Vinci.

### 'Il grande Toscano' PIAZZA DEL CARMINE

In the heart of **Brera**, contemporary art is in dialogue with that of the past in the large bronze statue of classical inspiration designed by **Igor Mitoraj**. The church of the Carmine in the background with the bust of the Great Tuscan in front of it



is an image with a powerful visual impact.

### Parco dell'Arte IDROSCALO

Just a few minutes from the city, the **Idroscalo** is a great idea for a trip into nature. Along the banks of the reservoir for swimming, a **permanent open-air museum** immersed in a marvellous natural setting stretches out for more than a kilometre, with sculptures by contemporary artists of international renown; it is known as the "Park of Art".

>> **Discover more on**  
[luoghidelcontemporaneo.beniculturali.it](http://luoghidelcontemporaneo.beniculturali.it)





## WELCOME | WHAT TO DO



### UP IN THE AIR

A hot air balloon ride is an experience that should be enjoyed at least once in a lifetime, for the thrill of seeing the view from above, feeling as light as air and experiencing an exclusive, tailor-made excursion. A **ride in Lombardy** offers all this, with an ecological vehicle, where each **free flight becomes unique**, as the landing site is always different.

Aeronord Aerostati, a leading company for aerostatic services, has developed in collaboration with the Fondazione Patrimonio Ca'Granda a **new hot air balloon flight itinerary a few steps from the centre of Milan**, to discover the nature of the **Ticino Park** and the **Ca' Granda Oasis** from an exceptional perspective!

---

### THE PROPOSAL

- Flights reserved for 4 people max.
- Duration: 2.5 hours, with early morning departure (briefing, flight, landing, breakfast at a traditional farmhouse)
- Dates: to be defined
- Possible combination with transfer service from hotel.

**For info:** [www.aeronordaerostati.it/mongolfiere.html](http://www.aeronordaerostati.it/mongolfiere.html)  
**info@aeronord.it . T: 02 26227112.**





WELCOME | WHAT TO DO

---



## LAKESIDE DESTINATIONS

*Lying North of Milan, the lakes of Lombardy attract visitors thanks to their mild climate, breathtaking scenery, natural beauties and historic and artistic treasures.*

≡ INDEX



## WELCOME | WHAT TO DO

---

The shores of **Lake Maggiore** wash up on the banks of Piedmont and Lombardy in Italy, while its more austere northern basin lies in the mountainous region of Switzerland. The most famous island, lying just off **Stresa** – a small, elegant town, rich in neoclassic and liberty buildings and a shopping mecca boasting a myriad of boutiques – is **Isola Bella**, anchored like a fantastic ship-garden and dominated by the majestic Palazzo Borromeo, built in the 17th century and rich in art treasures, including the private collection of Milan's most famous aristocratic family. The Borromeo clan also

owned **Rocca di Angera**, an imposing fortress (12th-17th century) boasting opulent ambiances, of which the most famous is the Sala di Giustizia. The "Rocca" also has a medieval garden ([www.isoleborromeo.it](http://www.isoleborromeo.it)).

**Lake Como** is the romantic and worldly older sister of Maggiore and Garda and takes its name from the city of Como. "Must-visit" sights include the Gothic Duomo, the Romanic basilicas of San Fedele and Sant'Abbondio and the neoclassic **Villa Olmo**. Nestling on the banks of Lake Como in Lenno and currently owned by FAI – a private non-profit trust – **Villa del**





PH © SINA ETTMER PHOTOGRAPHY/SHUTTERSTOCK.COM

**Balbanello** is a magnificent example of a perfectly preserved 18th century dwelling. Surrounded by a stunning, terraced panoramic garden, with a breathtaking view of the lake, the Villa is one of the area's most romantic retreats. Standing on the tip of a promontory overlooking the waters of the lake, the Villa was chosen by director George Lucas as one of the evocative settings for the famous "Star Wars" series. Lying just a stone's throw northwest of Como is **Cernobbio**, a small fashionable resort frequented by the wealthy of Europe because of its deluxe hotel **Villa d'Este** and **Villa Erba** where director Luchino Visconti spent his childhood

([www.villaerba.it](http://www.villaerba.it)). Continuing North, we find **Isola Comacina** a jewel of art and nature, rich in Mediterranean vegetation and one of the most important archaeological sites of the dark ages in Northern Italy ([www.isolacomacina.it](http://www.isolacomacina.it)). In nearby Tremezzo, don't miss a visit to the Baroque-style **Villa Carlotta**, featuring an Italian garden and sculptures by Canova. At the junction of the southern arm of the lake lies **Bellagio**, also referred to as the pearl of Como, set in a strategic position to soak up the panorama.

Don't miss a visit to the other lakes that are also easily accessible from Milan. These include **Lake Orta**,



## WELCOME | WHAT TO DO

---

with the old Island of San Giulio, dominated by the Romanesque basilica, the Palazzo Vescovile and the monastery (by car from Milan: take the A26 autostrada and exit at either Borgomanero or

Arona). Situated just moments from the lake, we find the UNESCO world heritage site of Sacro Monte di Varallo (16th century) with its magnificent basilica and reconstruction of the life of Christ in 45 chapels.



### SANTA CATERINA DEL SASSO

#### A hermitage perched on a rocky overhang

According to tradition, the **hermitage of Santa Caterina del Sasso** (75 km from Milan) was founded in the 12th century by Alberto Besozzi, a rich local merchant who, after having survived a heavy storm while crossing **Lake Maggiore**, decided to give up his worldly goods and live the life of a hermit. The particular appeal of this hermitage (which contains important frescoes) is mostly due to its **astounding location**, perched on a rocky overhang with a sheer drop down to the Lake.

[www.santacaterinadelsasso.com](http://www.santacaterinadelsasso.com)





[ WELCOME TO ITALIA ]

# Dream experiences

To discover the beauties of the city or to try out special experiences, Welcome to Italia offers you some unmissable opportunities. Choose whether to take part in **exclusive city tours** or book the **outdoor experience** you've been dreaming of for this season:

[www.welcometoitalia.com](http://www.welcometoitalia.com)



## PRIVATE LAST SUPPER EXPERIENCE

Your guide will take you on a journey through the discovery of one of the most important artworks in history by Leonardo.

> CLICK & BUY



## VIP DUOMO CATHEDRAL PRIVATE EXPERIENCE

If you are looking for the most personable way of enjoying our Duomo this is what we can provide. Skip the line and have a great experience!

> CLICK & BUY



≡ INDEX





# In love with Italy?



Live your dream and get  
your experience in a click

**Welcome to Italia** network  
promotes the Italian tourist heritage,  
combining selected contents  
with high-quality experiences.

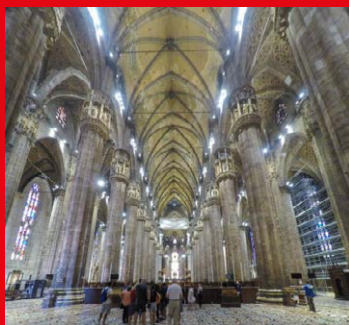
WELCOME TO  
**ITALIA**  
THE ONLINE GUIDE TO DISCOVER AND ENJOY ITALY  
[www.welcometoitalia.com](http://www.welcometoitalia.com)



[ WELCOME TO ITALIA ]

# Dream experiences

---



## PRIVATE MILAN EXPERIENCE

If you have specific interests, we will be happy to pair you with a local guide taking "behind the scenes".

>CLICK & BUY



## FRANCIACORTA TASTING WITH PICNIC

In the Franciacorta wine area, you can visit two prestigious cellars; the experience also includes a delicious picnic.

>CLICK & BUY



## AMARONE WINE E-BIKE TOUR

Delve into the charming countryside surrounding Verona, 150 km from Milan, where luxuriant vineyards will be waiting for you.

>CLICK & BUY



[ WELCOME TO ITALIA ]

# Dream experiences

## THE SPECIAL ONES

### **BELLAGIO AND VARENNA, PEARLS OF LAKE COMO**

A visit to two of the most beautiful villages in Italy, where you can admire spectacular views with a private boat ride. Aperitif or brunch.

> **CLICK & BUY**



### **BUBBLES ON THE LAKE**

Two-hour boat tour for a special moment with your loved one, or for a toast with friends in a magical atmosphere.

> **CLICK & BUY**



Discover other experiences:  
[www.welcometoitalia.com](http://www.welcometoitalia.com)

WELCOME TO  
**ITALIA**  
THE ONLINE GUIDE TO DISCOVER AND ENJOY ITALY

BOUTIQUES & BRANDS

# SHOPPING



Pineider, timeless elegance

Discover the new flagship store of Pineider, the historic Florentine brand synonymous with exclusiveness and craftsmanship in paper, leather goods and articles for writing.

>> **Pineider 1774**  
**[www.pineider.com](http://www.pineider.com)**  
**Via Manzoni, 12.**  
**T: 02 36589137**

**R**efined vintage atmospheres pervade the 300 square metres of the **new Pineider flagship store**, with its sophisticated types of paper, precious pens and leather goods, both historic and contemporary. The ambition is to bring the products closer to the Pineider experience: the space has been designed that is not simply a shop, but rather a place where you can **experience the craftsmanship** associated with the art of engraving on paper and leather, test your abilities in calligraphy courses, choose your own ink or create a bespoke, absolutely unique product together with the Pineider master craftsmen.

☰ INDEX

📍 SEE MAP







## Official Retailers in Milan

### ► Pisa Orologeria - Rolex Boutique

Via Montenapoleone, 24  
(under renovation)  
Temporary Rolex Area  
at Pisa Orologeria  
Via Verri, 7 (2nd floor)  
T: 02 76317726

### ► Orologeria Luigi Verga

Via G. Mazzini (Piazza Duomo)  
T: 02 8056521

### ► Luigi Verga Orologi

Corso Vercelli, 19  
T: 02 48198656

### ► Rocca 1794

Piazza Duomo, 25.  
T: 02 8057447  
Milano Malpensa  
Airport-Terminal 1  
T: 02 74867578

### ► Ronchi

Via Gonzaga, 5  
T: 02 877449



# Strolling through Milan

*Milan, famed as one of the shopping capitals of the world, has always something new to reveal, including key shopping streets, the latest trends from abroad, fabulous hideaways in the city and sought-after products.*



## THE LEGENDARY MONTENAPOLEONE

The **Quadrilatero della Moda**, or **Golden Quad**, is situated just east of the Piazza della Scala, amidst four of Milan's **most expensive and prestigious shopping streets**, namely via Montenapoleone, via Manzoni, via della Spiga and corso Venezia. It is here that the most important **fashion designers** of international repute offer their luxurious creations. It's a real open-air shopping mall, where **haute couture** takes centre stage and a profusion of **eye-catching window** displays will make the eyes of even the most hardened fashionistas sparkle. In just a **few hundred metres**, you'll find everything your heart desires, including boutiques, museums, restaurants and luxury hotels.



## CORSO VITTORIO EMANUELE & VIA TORINO, TRENDY SHOPPING

Piazza Duomo branches off into corso Vittorio Emanuele II which leads to piazza San Babila, and the nearby via Torino, which stretches as far as porta Ticinese. Corso Vittorio Emanuele and via Torino are the shopping meccas most frequently patronized by **young, fashion conscious Milanese**, in search of the latest trends. These areas boast **loads and loads of shops** and it's easy to get lost among the myriad offers of ever-changing, ready-to-wear fashion.



WINDOW  
2,5 h  
SHOPPING



# SHOPPING



## DUOMO, THE HEART OF THE CITY

WINDOW  
1h  
SHOPPING

Milan's historic centre is contained within a relatively small area which is now mostly closed to traffic, meaning that it's **easy to explore on foot**. There's no need to choose between planning a 'cultural' itinerary or a 'shopping' itinerary because you can combine the two and get the most out of both. This area is home to **myriad shops**, including big-name fashion brands, **historic 'botteghe'** and some of the city's most sought-after **cafés, bars and eateries**. In the space of just a few kilometers you'll find the Duomo, the Galleria, Teatro alla Scala, the Castle, the ancient Basilica di Sant'Ambrogio, as well as sporadic traces of 'Roman Milan', the first settlement and the predecessor of present-day Milan. In the immediate vicinity, overlooking the various sides of the large square surrounding it, you'll find several of the world's most exclusive addresses. For the **ultimate one-stop shopping experience** look no further than the Rinascente flagship store (under the arcades): an amazing array of fashion items under just one roof!



## PORTA NUOVA, MODERN TIMES

WINDOW  
30 min  
SHOPPING

Beneath the imposing UniCredit Tower, one of the symbols of the Milanese skyline, you'll find the newest and most modern part of Milan, home to the skyscrapers of **Porta Nuova** and **Piazza Gae Aulenti**, a real jewel of architecture and design with its increasing number of boutiques. This is really one of Milan's most **contemporary**, fashionable districts, bursting with buzzy bars that cater to the traditional aperitivo ritual, a destination where hip youngsters are always in the limelight. In addition to the latter, the area also contains the **Corso Como** complex, where you'll find some of the most famous and fanciest clubs in Milan alongside fashion and art hotspots. If shopping is your objective you'll be spoilt for choice in **piazza Gae Aulenti**. The piazza hosts numerous bookshops, perfumeries and design or clothing shops.



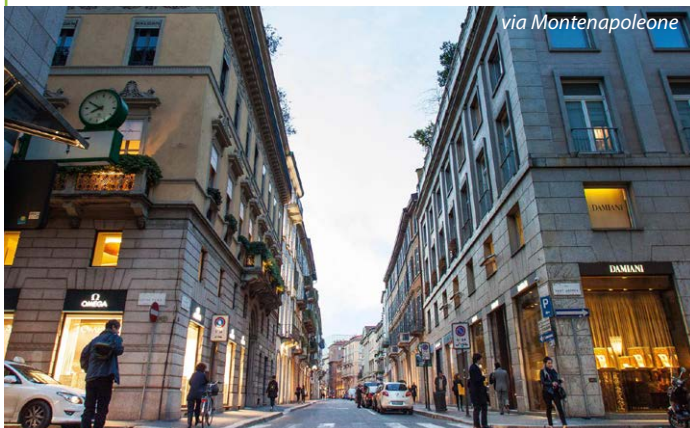


# SHOPPING

## STREET OF TIME

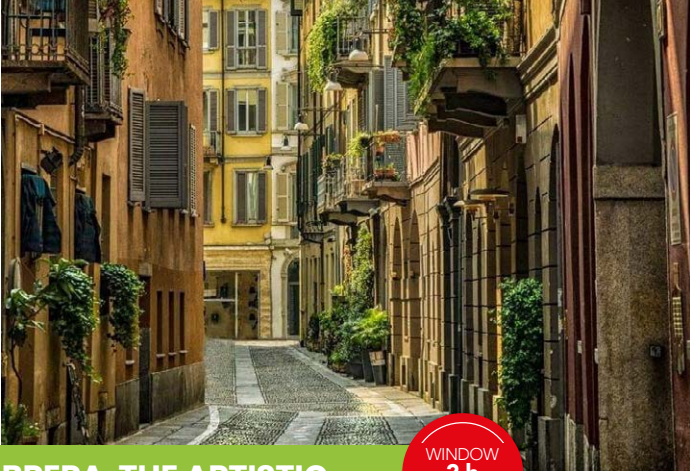
In Milan, there are many evocative locations where **jewellery collections** are designed and handcrafted: exclusive lines that accompany those wearing them on a day-to-day basis, accentuating and highlighting their personalities.

Discover the best spots to buy exquisite **“made in Milan” craftsmanship, a precious silver or gold jewel, a hand-made diamond** encrusted accessory, or maybe a gift for your beloved one.



Several of the most prestigious watch manufacturers in the world have home in Milan. **Via Pietro Verri** reconfirms itself as the **“Street of Time”** and Pisa Orologeria as the reference point of Italian high watchmaking, for the Milanese with refined taste as well as for an increasingly international clientele.





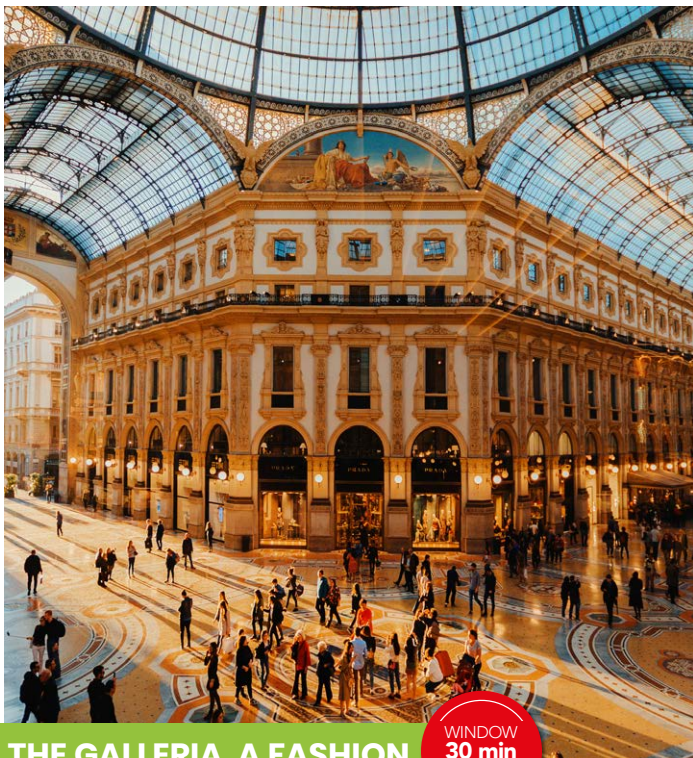
## BRERA, THE ARTISTIC HEART OF THE CITY

WINDOW  
2 h  
SHOPPING

One of the liveliest areas in the city, it was formerly populated by **artists and bohemians** and still, today, retains its **characteristic atmosphere**. Its narrow cobblestone streets host a number of interesting chic **antique shops, galleries, restaurants and bars**. The area is expanding rapidly and its neighbouring streets, including **Corso Garibaldi** and **Corso Como**, are home to several of the trendiest addresses in the city. In fact, as you walk through this historic district, you will be struck by a treasure trove of small **artists' workshops** and quaint shops selling canvases and paints. Highlights include the masterpieces at the **Pinacoteca**, the historic Biblioteca Nazionale Braidense, the Astronomical Museum, and the **Botanical Garden**, an evocative green oasis in the heart of the city. Now, countless boutiques showcasing rare essences are springing up, transforming Brera into a '**district of Artistic Perfumery**'.



# SHOPPING



## THE GALLERIA, A FASHION VICTIM'S PARADISE

WINDOW  
30 min  
SHOPPING

Another reference point for upmarket shopping is the **picturesque, iconic and simply spectacular Galleria Vittorio Emanuele II**, home to the greats of fashion and several high-class restaurants: a unique destination whose upper and lower spaces are well worth a visit. After honoring the Milanese tradition of firmly grinding your heel into the bull depicted on the mosaic flooring, you can indulge yourself by purchasing something from one of the **fabulous boutiques** lining the Galleria.



## NAVIGLI, NICHE SHOPPING

WINDOW  
2 h  
SHOPPING

Real Milanese trendsetters, those who would never dream of mingling with the crowds, shop in the **Ticinese area** and surrounding neighbourhoods. Here, amongst the columns of **San Lorenzo** and the **Navigli**, you'll find numerous trendy boutiques, niche labels and small vintage shops where it's still possible to bag a bargain and find showrooms that sell to the public. Together with Brera, the Navigli is one of the most **picturesque districts** in old Milan. A favourite haunt of the locals for the city's cherished aperitivo ritual, the **Navigli and the Darsena** are a mustvisit stopover for visitors to Milan, who will find themselves seduced by the artistic atmosphere of its numerous painters' studios.





## SHOPPING



### CORSO VERCELLI, A CHIC DISTRICT

WINDOW  
2h  
SHOPPING

**Corso Vercelli** is a Milan's 'niche' shopping street which is **less busy** and easier to shop in than the city centre, but is still packed to overflowing with small shops just waiting to be discovered in a **distinctive atmosphere** that is further enhanced by the passage of **historic trams**. This is one of Milan's most upmarket districts: a **residential area**, still inhabited by Milan's upper crust, it epitomizes the traditional soul of the city and is distinguished by its air of sophistication, elegance and stunning residential architecture. Here you will come across **several trendy shops** for all tastes, offering clothing, footwear, home décor and eateries. What's more the area is located just a stone's throw from one of Milan's most important attractions: the **Last Supper**, Leonardo da Vinci's masterpiece; the **Parco Sempione** and the **Triennale Milano** are also within easy walking distance, and, if you're feeling energetic, you can easily push onwards until you reach the **Castello Sforzesco**.



## 5 VIE, AN HISTORIC CORNER

WINDOW  
1h  
SHOPPING

A district marking the convergence of **5 historic streets** in the heart of the city, this is an area to source unique, original items. Boasting **picturesque courtyards, artisan workshops** and an oldworld atmosphere, this corner of Milan hosts several unexpected gems that will captivate the hearts of fashionistas and design aficionados alike.



SEE MAP

ADVERTORIAL



## PETTINAROLI

The boutique in the heart of **Brera** boasts a wide selection of **maps and globes**, an assortment of exclusive **Italian handcrafted leather**, writing paper, business cards and printed documents: the ideal location for a **souvenir** or collector's item.

SEE MAP



**Via Brera, 4.**  
**T: 02 86464642-86461875**  
**www.fpettinaroli.it**



## Tax Free Refund Guide

According to the Italian law, non-EU resident travellers may be granted VAT relief/refund for goods intended for personal or family use purchased in Italy. This relief is surely **an advantage for the foreign travellers**: in fact, it allows to save from a minimum of 4% up to a maximum of 22% of the selling price of the goods purchased. Here is a **short guide** according to the **Italian legislation** to discover the common system of value added **tax exclusively for non-EU resident travellers**.

- 1. VAT** (in Italian: IVA) is a **value added tax** on goods and services, and is part of the European Union's value added tax system.
- 2. In some cases**, travellers may be granted a **VAT refund**. This refund does not cover the services supplied by hotels, restaurants, taxis or agencies.
- 3. You may be eligible for a VAT refund** provided that:
  - you are a **non-EU resident**;
  - the goods purchased are intended **for personal or family use** only and are carried in your luggage;
  - the overall value of the goods purchased exceeds **154,94 Euro** (VAT included);
  - the purchase is certified by an **invoice**. This invoice should include a description of the goods purchased, your personal information as well as the details of your passport or any other equivalent document;
  - the goods shall leave the EU territory by the **third month** following the date of issue of the invoice, as proved by the **"customs stamp"**;
  - from 1 September 2018, tax free invoices in Italy must be electronically transmitted by the national seller to OTELLO information system (**Online Tax Refund at Exit: Light Lane Optimization**) and their validation is digitally carried out.
  - after the digital "customs stamp" is obtained, OTELLO will send a message to the retailer that all the requirements are met and, as a consequence, the retailer will reimburse the amount due or will settle the tax relief.



## Tax Free Refund Guide

- the invoice is **returned to the Italian retailer** within four months after the purchase was made. If the invoice is stamped by other EU countries, it needs to be brought to the shop retailer by the fourth month following that of the purchase.
- 4.** The goods purchased and the relevant invoice must be **shown at the customs** exit point when leaving EU territory (if you intend to pack the purchased items into your check-in luggage, you must go to Customs **BEFORE checking in**).
- 5.** After leaving EU territory, the traveller must return the original invoice, regularly endorsed by the customs office, to the Italian retailer. Said invoice must be returned within four months from the date when the document was issued.
- 6.** The refund can be made **directly by the Italian retailer** (however, make sure that the shop you've chosen displays a "Tax Free Shopping" or "Euro Tax Free" sign in its window).
- 7.** Several **Tax-Free companies are able to offer immediate VAT cash refunds** when the goods leave either Italian or EU territory (thus exonerating the passenger from having to return the invoice to the retailer). However, this procedure only applies at major international airports or main border crossings. **Most major department stores have Tax Free Refund offices.**
- 8.** The services provided by Tax-Free companies imply the payment of a small administrative sum which is **directly deducted** from the amount of VAT refunded to the traveller.
- 9.** In the event of a traveller not receiving a VAT refund within a reasonable period of time, he or she should re-contact the Italian retailer or one of the aforementioned companies.
- 10.** However, please note, VAT cannot be refunded directly by customs offices.

Source: [www.adm.gov.it/portale/ee/citizen/](http://www.adm.gov.it/portale/ee/citizen/)





# OUTLETS



Just a few kilometres from Milan, the nec plus ultra for the fashion addicted are the city’s outlying fashion outlets. Don’t miss a trip to these unique shopping destinations!



## SCALO MILANO OUTLET & MORE

Scalo Milano Outlet & More is the Milan's outlet located just 15 minutes from Milan downtown, combining outlet collections and new arrivals at retail prices.

- **WHERE:** located in Locate Triulzi (via Milano, 5), it can be accessed via a daily shuttle bus from downtown Milan (Piazza della Repubblica, 3 corner of via Turati) and straight to Scalo Milano in a few minutes.

- **WHAT:** it hosts 150 fashion and design brands, including Cavalli Class, Twinset, Fratelli Rossetti, Patrizia Pepe, Puma, a Ferrari store and 15 showrooms of leading interior décor and home furnishing brands (Alessi, Kartell, Calligaris...) and discounted products up to 70% all year round. Incredible entertainment program through the year with concerts, events and exhibitions.

- **NOT ONLY SHOPPING:** other highlights include accessories, cosmetics and sporting goods, 14 restaurants and cafés. Non-EU residents can reclaim any VAT paid on items purchased here. [scalomilano.it](http://scalomilano.it)



## SCALO MILANO OUTLET & MORE

A shuttle service runs from the centre of Milan to Scalo Milano with 3 daily departures. Bookable everyday at [scalomilano.it](http://scalomilano.it)

**>> Departure from Piazza della Repubblica by Frigerio Viaggi. [www.scalomilano.it](http://www.scalomilano.it)**

Piazza della Repubblica 5, corner of Via Turati	Departure from Scalo Milano
10.30am	12.30am
2pm	3.15pm
5pm	7pm



## Five reasons why



### 1. MILANESE STYLE ICONS

Choose among **Milanese Style icons** representing the Italian spirit in the world like the typical Kartell lamp, timeless elegance by Borsalino and the classic Italian design by Calligaris.



Piquadro



Borsalino



Calligaris



Fratelli Rossetti

### 2. YOUR FAVOURITE BRANDS

With your "Scalo Milano I LOVE CARD" you get **10% off** on your favorite signatures. **150 national and international brands** among Fashion, Design & Food like Cavalli Class, Tommy Hilfiger, Kartell and other more.

### 2.

### 3. JUST 15 MINUTES FROM DOWNTOWN MILAN

Scalo Milano Outlet & More is located within **Milan metropolitan area**, easily accessible by our free **shuttle bus service** for a comfortable experience.



### 5.

### PAYMENTS & TAX-FREE SHOPPING

International partners like Global Blue and Planet help you operate the **tax refund** process. After noticing a growing interest by international tourists, we decided to integrate our payment methods with **Alipay** and **WeChat Pay**, and create a tailor-made shopping card.



### 4.



### EXCLUSIVE SERVICES

Discover the new Loyalty programme. Free and digital, with "Scalo Milano I LOVE CARD" you get **10% discount**, many dedicated advantages and every day you can win exclusive gift cards of 30€. In addition, if you are a tourist, with 500€ shopping we offer you a **50€ tax voucher** for a comfortable return. We have many other **free services** for your shopping.



## Outlet &amp; More



## Scalo Milano Outlet & More

L'outlet di Milano a solo 15 minuti dal centro è la destinazione ideale per chi ama la moda, il design e il Made in Italy. Oltre 150 marchi iconici come Cavalli Class, Twinset, Fratelli Rossetti, Patrizia Pepe, Ferrari e un'area dedicata all'interior design e ai complementi d'arredo con showroom di grandi firme tra cui Alessi, Kartell, Calligaris, Bialetti. A tua disposizione una navetta gratuita (da Piazza Repubblica o da Porta Romana M3) per raggiungere l'outlet dove troverai sconti fino al 70% tutto l'anno.

### Scopri di più su [scalomilano.it](http://scalomilano.it)



# OUTLETS

## SERRAVALLE DESIGNER OUTLET

The largest Designer Outlet in Europe, it is located just 50 minutes away from Milan. Its beautiful setting combines all the appeal of luxury designer brands with the beauties of the surrounding Piedmont countryside and the Ligurian Riviera. McArthurGlen also boasts "Barberino" near Florence, "Castel Romano" near Rome, "La Reggia" near Naples and "Noventa di Piave" close to Venice.

• **WHERE:** take the A7 Milano-Genova motorway and exit Serravalle Scrivia.

• **WHAT:** a unique shopping experience with 300 of your favourite designer brands for up to 70% less all year round.

[McArthurGlen.it/Serravalle](http://McArthurGlen.it/Serravalle)



## SERRAVALLE DESIGNER OUTLET

Take advantage of our daily shuttle service from Milan.

The ticket entitles you to a **Fashion Passport**, a daily card that guarantees an additional -10% in participating stores, to be collected upon arrival at the Guest Services.

>> **Zani Viaggi** ([www.zaniviaggi.com](http://www.zaniviaggi.com))

Central Station	Largo Cairoli	Departure from Serravalle
9.30am	10am	6.15pm

>> **Autostradale Viaggi** ([www.lookmitours.com](http://www.lookmitours.com))

Central Station	Corso Buenos Aires	Piazza Duomo	Departure from Serravalle
10am	10.05am	10.30am	7pm

>> **Flixbus** (for timetables and travel days: [www.flixbus.co.uk](http://www.flixbus.co.uk))

Departures from Lampugnano (Bus Station) to Serravalle Designer Outlet and return.





## FIDENZA VILLAGE

One of the 11 Villages of "The Bicester Village Shopping Collection" by Value Retail in Europe and China, the Village offers its guests a complete '360-degree' experience.

- **WHERE:** in the heart of the Food Valley and the Land of Verdi, just 60 minutes from Milan.
- **WHAT:** over 120 boutiques with a selection of Italian and international brands at prices reduced by up to 70% off the retail price and a Virtual Shopping Service allowing you to shop directly via WhatsApp, phone or email.

[www.fidenzavillage.com](http://www.fidenzavillage.com)

## FOXTOWN FACTORY STORES

A haven of luxury and elegance where 160 stores offer the very best fashion labels discounted from 30% to 70% all year round.

- **WHERE:** in Switzerland, just 50 km from Milan.
- **WHAT:** 160 exclusive stores, more than 250 top brands, 1 casino, 7 bars and restaurants, an exchange office and various Tax Free refund points. [www.foxtown.com](http://www.foxtown.com)

## VICOLUNGO THE STYLE OUTLETS

Situated just 30 minutes from Milan and the Malpensa Airport, this is one of the closest outlet to Milan.

- **WHERE:** take the A4 Milano-Torino motorway and exit at Biandrate Vicolungo.
- **WHAT:** 150 prestigious designer stores offering clothing for the whole family, homeware and beauty products at discounted prices up to 70%. Special selection of several of the world's most coveted sports brands.

[www.vicolungo.thestyleoutlets.it](http://www.vicolungo.thestyleoutlets.it)

## FRANCIACORTA VILLAGE

Nestled between Lakes Garda and Iseo, less than an hour from Milan, Franciacorta offers a unique shopping experience.

- **WHERE:** take the A4 Milan-Venice motorway and exit at Ospitaletto or the A35 Bre-Be-Mi and exit at the A4 junction.
- **WHAT:** over 190 stores of Italian and international brands for up to 30-70% less all year round.

[www.franciacortavillage.it](http://www.franciacortavillage.it)



FOOD & WINE

# TASTING



New gourmet trips... with a view

Talk about a "dinner view"? Discover the Mi View Restaurant in the Portello district, offering a breathtaking view and a refined cuisine, mostly Italian.

>> [miview.it](http://miview.it)  
**Viale Achille Papa,**  
**30. T: 02 78612732.**  
**M1 QT8.**

**T**he Mi View is located on the 20th floor of the futuristic **Torre JWC - World Join Center** offering a breathtaking view over the Milanese skyline and is furnished in an elegant and contemporary style, over an area of more than 150 sq.m. The menu focuses on **seasonal ingredients** and highlights the premium quality of niche producers of food and wine. Between the values that inspire the restaurant, a **strong tie with local artisans and farmers**, mostly Italian: this is the result of twenty-five years of experience in getting to know, studying and promoting the best of artisan production and agricultural transformation.

☰ INDEX

📍 SEE MAP



FELICE

CUCINA ROMANA DAL 1956

TESTACCIO

Milano



Style by

@D4LFASHIONCOUTURE

Come to visit Felice a Testaccio  
and discover our traditional menu.  
Open every day for lunch and dinner



FRINGO | www.fringo.it

Via del Torchio, 4 20123 - (+39) 02.80506690 - [www.feliceatestaccio.com](http://www.feliceatestaccio.com)

DISCOVER MORE >



## Milanese tasting

Milan offers a cuisine featuring a number of truly unusual flavours. Here is a brief guide to make sure that you don't miss out on several of the city's best and most typical recipes.



### RISOTTO ALLO ZAFFERANO

This is one of the few dishes boasting a specific "birth date". In fact, legend has it that, on 8 September 1574, master glassmaker Valerio di Fiandra was presented with a dish of **saffron-coloured rice** at his daughter's wedding feast after which time it became an iconic dish of Milanese cuisine. Master Chef Gualtiero Marchesi has transformed this delicacy into a real work of art, with the addition of a square of edible gold leaf! We also suggest trying its crunchier version: so-called "riso al salto". Try the creative dishes signed by Carlo Cracco at his restaurant in Galleria Vittorio Emanuele ([www.ristorantecracco.it](http://www.ristorantecracco.it))



### COTOLETTA ALLA MILANESE

Mentioned for the first time in 1500 at the court of the Sforza, its “invention” was a source of contention with the Viennese who laid claim to its origin. According to the traditional recipe, the **veal slices** used should be at least as thick as a finger, **coated in egg and bread crumbs** and deep fried in butter. One of the best places to eat breaded veal cutlets in Milan is at “Da Giannino” ([www.gianninoristorante.it](http://www.gianninoristorante.it)) or at the “Al Garghet” restaurant ([www.algarghet.it](http://www.algarghet.it)).

### TRIPE (OR BUSECCA)

A hearty winter dish that will keep the cold out, its main ingredient is the **stomach lining of sheep or cows**. It was originally served to celebrate special occasions in the peasant world. Upgrades include the addition of oysters and caviar and can be sampled at Michelin-starred osteria, “Al Pont de Ferr” at the Navigli district ([pontdeferr.it](http://pontdeferr.it)).

### CASSOEULA

According to the history books, composer and conductor Arturo Toscanini was mad about this dish

#### Mondeghili







Cassoeula



Tripe

made from **pork** (sausages, pork rinds and spare ribs) and **cabbage**. For a taste of old-world Milan, suggest you try it at “Antica Trattoria della Pesa” in Via Pasubio ([www.anticatrattoriadellapesa.com](http://www.anticatrattoriadellapesa.com)).

## MONDEGHILI

Small **meat balls fried** in butter and oil and a signature dish of renowned chef Bruno Barbieri who has made them an art form. You can taste the traditional Milanese meat balls at “Al Matarel” ([www.almatarel.it](http://www.almatarel.it)).

## PANETTONE

Boasting 500 years of tradition, panettone is a type of large, **sweet bread**, leavened very slowly and enriched with **raisins and candied fruit**. Amidst history and legend, the theories as to the origins of panettone vary widely. One of the most romantic is the story linking its invention to Ugo, a young falconer employed by Prince Ludovico il Moro. Ugo yearned to conquer the heart of the daughter of a poor baker named Toni.



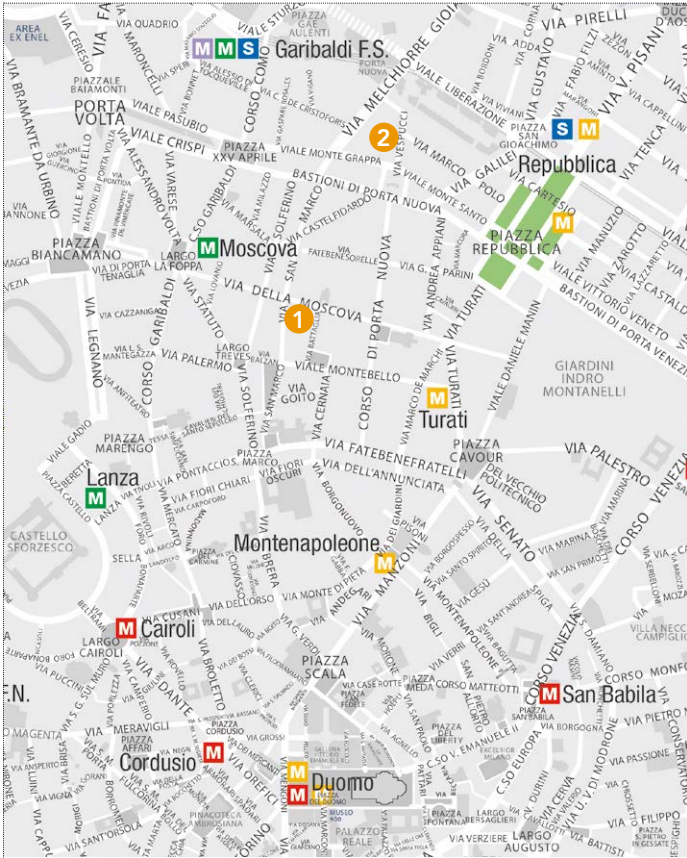
To win her over, the nobleman disguised himself as a baker and invented a rich bread in which he added to the flour and yeast, butter, eggs, dried raisins and candied lemon and orange peel. The fame of the bread spread far and wide and became known as “**Pan del Toni**” (Toni’s bread). According to history, the tradition of panettone is documented by a manuscript conserved at the Biblioteca Ambrosiana dating back to the 15th century. Already at that time, on the night of 24 December, it was customary for the pater familias to place a huge log in the fireplace and to slice the large loaf of bread which he then distributed among those present.

From a gastronomic point of view, the distinguishing feature of panettone is that it is **leavened two or three times**. Its golden colour derives from the skilful combination of butter and egg yolks, while its overall beauty is completed by the orange, green and brown notes resulting from the addition of candied fruit and raisins. The gourmet trick is to warm it for a few minutes in front of an open oven or on top of a radiator before serving it.



[WELCOME TIPS]

# Dining at the top



## All the flavours of Milan

We've rounded up some of the most interesting restaurants in the city: here are two locations where you can enjoy excellent cuisine with a Roman flair.

≡ INDEX



# Dining at the top

ADVERTORIAL

1



## VOLEMOSE BENE MOSCOVA

Since 2012, this **Ostaria Romana** has brought true Roman cuisine to the city, with its tradition. In a **cosy, informal setting**, you can enjoy everything from starters to desserts, with an excellent wine list, including **wines from Lazio**. Very popular for lunch and dinner, 7 days a week.

**Via della Moscova, 25**  
**T: 02 36559618**  
**volemosebenemilano.it**

ADVERTORIAL

2



## VOLEMOSE BENE VESPUCCI

With the restaurant on Via Moscova, this second **Ostaria Romana** in the city is in an elegant setting with a **dehors**, just a few steps from Milan's skyscrapers. Don't miss the **new Roman snack**, with "pinze", fried food, cold cuts, craft beers and wines from Lazio.

**Via A. Vespucci, 5**  
**T: 02 89690870**  
**volemosebenemilano.it**



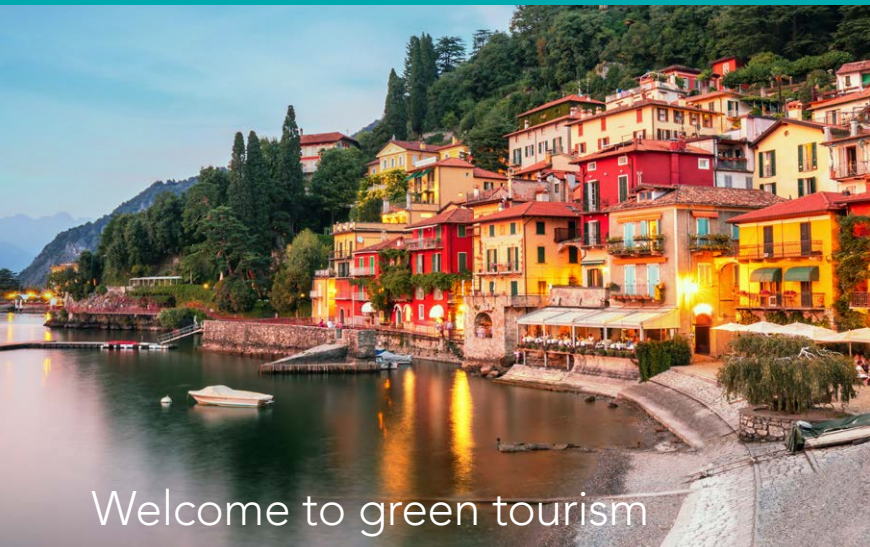
SEE MAP  
MOSCOVA



SEE MAP  
VESPUCCI

≡ INDEX

# LEISURE



## Welcome to green tourism

The tourism of the future is green and highly personalisable. Why not try it in person with a tour to discover the beauties of Lake Como in an electric car?

BY GIULIA MINERO

>> **Book your electric car at [www.noleggioelettrico.com](http://www.noleggioelettrico.com) or email [info@noleggioelettrico.com](mailto:info@noleggioelettrico.com)**

**L**ake Como is the ideal destination for a **one-day trip in an electric car**, thanks also to its proximity to Milan. With the service offered by **NoleggioElettrico**, up to 48 hours before your departure you can choose the **Tesla** car that best meets your needs from the **Model S**, **Model X** or **Model 3** and request delivery to your door, to your hotel or at the airport. In **Como** you can discover the **Duomo**, the Basilica of Sant'Abbondio, Villa Olmo, the public gardens and the **Broletto**. Don't worry about consumption, however; the Tesla battery boasts a high level of autonomy.





# Milan is the home of the Aperitivo

**Aperitivo and Happy Hour in the city are most definitely a ritual which no Milanese is prepared to forego**



**Navigli**

The Aperitivo, the beloved Milanese tradition of pre-dinner drinks, is accompanied by complimentary “stuzzichini” and an all-you-can-eat buffet. Spreads range from traditional olives, nuts, cheeses and potato chips to awesome pasta dishes, “bruschetta”, cold cuts, crudités, raw fish and fruit salads. Generally, lasting **for 3 hours from 6 to 9pm** (though most people rarely get there until 7pm), the aperitivo scene has become an **evening meeting** for people of all ages. Cocktails – alcoholic or not – are expertly mixed and a Negroni, Negroni sbagliato

(a delicious mix of prosecco, red vermouth and Aperol instead of gin) or a Spritz are **Milanese specialties**. Favourite beverages consumed during this beloved tradition in Milan include also the city’s renowned Martini, Prosecco or Campari, accompanied by an all-you-can-eat buffet.



# ITINERARIES



## In the footsteps of Leonardo

La Vigna di Leonardo has been opened to the public in 2015, just a short distance from the Church of Santa Maria delle Grazie where Leonardo painted The Last Supper.

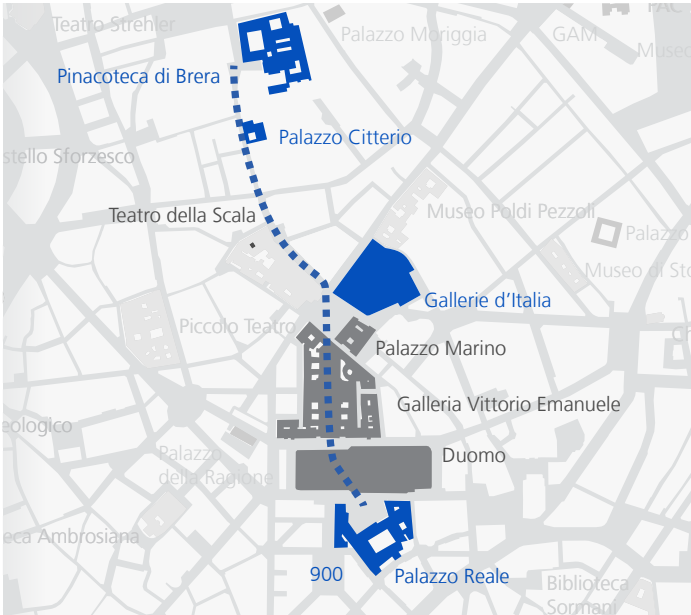
>> **La Vigna di Leonardo. (Casa degli Atellani). Corso Magenta, 65. [www.vignadileonardo.com](http://www.vignadileonardo.com)**

It's one of the landmark locations frequented by Leonardo da Vinci, an unknown piece of history, imbued with mystery. To mark the opening of Expo 2015, researchers excavated the plot where **Leonardo's vineyard** once stood in the gardens of the **Casa degli Atellani**, a magnificent Renaissance dwelling situated in front of the Church of **Santa Maria delle Grazie**. The **House and Vineyard museum tour** is divided into seven designated areas (the courtyards of Piero Portaluppi, the Zodiac Hall, the Luini Hall, Ettore Conti's studio, the Staircase Hall, the Garden of Earthly Delights – the novellas of Matteo Bandello and Leonardo's Vineyard).

☰ INDEX

📍 SEE MAP





## Milan's Street of Art

The city of Milan is enriched by an **art circuit** featuring the city's three main museum hubs: the **Pinacoteca di Brera**, the **Gallerie d'Italia** in piazza della Scala and the civic complex consisting of **Palazzo Reale** and the **Museo del Novecento**.

An itinerary extending over **900 metres**, that can be crossed on foot in **just 15 minutes**, from via Brera to piazzetta Reale, cutting through piazza Scala and the Galleria Vittorio Emanuele II, which hosts an extraordinary part of our country's art history, thus making Milan a prestigious international art capital.





## DUOMO DI MILANO

Among one of the most important (and majestic) **Gothic buildings** in the world, the church, constructed on and off over a period of **450 years** (begun 1386) is the symbol of Milan. To experience the Duomo at its most majestic you must ascend to the **terraces** (either by elevator or by steps) where you will be surrounded by an outburst of pinnacles, turrets and marble statuary and, naturally, the city's famed golden "**Madonnina**".





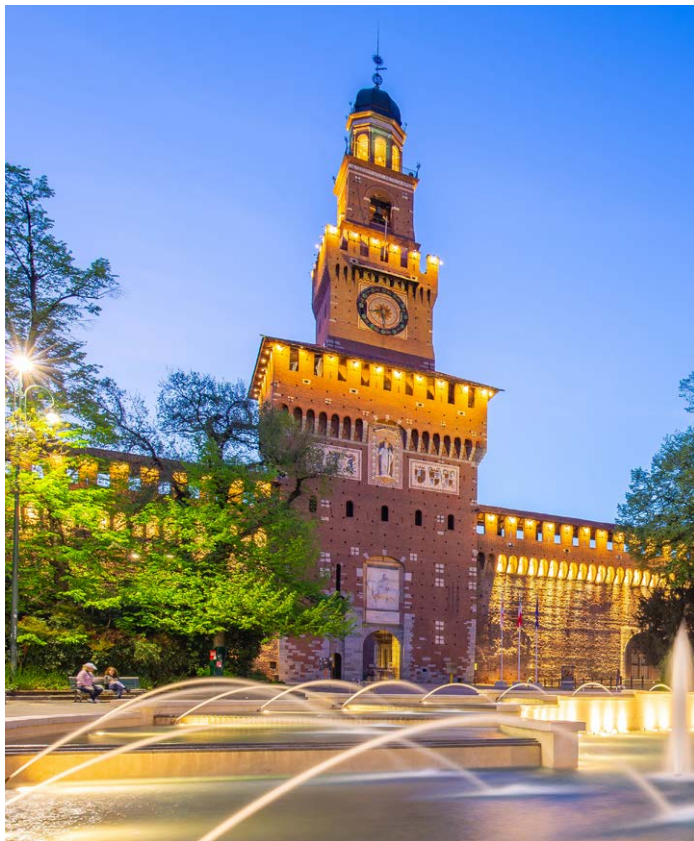


## GALLERIA VITTORIO EMANUELE II

Sometimes known as the “**living-room of the Milanese**”, this **elegant, four-storey arcade**, housing luxury cafés and famous designer shops, is covered by a glass barrel vault and a beautiful glass cupola and measures 196 metres in length. Tradition has it that placing your right heel on the bull, depicted in the mosaic on the floor, and then spinning around inside it, will bring **good luck**.







## CASTELLO SFORZESCO

The ancient seat of the ruling Visconti, the Castello Sforzesco was later rebuilt by Francesco Sforza and is now simply known by the Milanese as “Il Castello”. Antique art, paintings, period furniture, sculptures and musical instruments are housed in its precious treasure trove. Today, it houses a number of interesting **museums and libraries**: don't miss the museum of the Michelangelo's masterpiece “**Pietà Rondanini**”.





## CENACOLO VINCIANO

One of the most famous attractions in the world, “**The Last Supper**” or “**Cenacolo**” by **Leonardo da Vinci** is a large 15th century mural painting representing the scene of the last supper of Jesus narrated in the Gospel. It can be found in the Refectory close to the church of **Santa Maria delle Grazie**.





## PALAZZO REALE

For many centuries it was the **seat of the government** of the city, of the Kingdom of Lombardy-Venetia and then a **royal residence** until 1919, when it was acquired by the State and became a **venue for exhibitions**. Today it has consolidated relations with museums all over the world and has become the exhibition heart of central Milan, with over **a million visitors** every year.





## TEATRO ALLA SCALA

Built at the behest of Empress Maria Teresa of Austria, Teatro alla Scala was **inaugurated in 1778** with an opera by Antonio Salieri. The Scala Opera House is **one of the most famous theatres in the world**. Lose yourselves in the magic of the theatre while admiring its magnificent auditorium. With a bit of luck, you might also have a chance to watch a rehearsal in progress.







## AMBROSIANA ART GALLERY AND LIBRARY

The Ambrosiana **Picture Gallery** contains several exquisite **works of art from the 15th through 17th centuries** and includes "The musician", attributed to Leonardo, Raphael's cartoon for the "School of Athens" and Caravaggio's "Basket of fruit". The **Library** boasts the largest collection of Leonardo's writings and drawings, the "**Codice Atlantico**" (Atlantic Codex).







## PINACOTECA DI BRERA

Magnificent **Palazzo di Brera** is clearly **the artistic district's centre of gravity**. The complex includes the **Pinacoteca** and the **National Braidense Library**, but also an important **Academy of Fine Arts**, a media library, a charming **Botanical Garden** and an **Astronomical Observatory**. The "**Caffè Fernanda**", designed as an integral part of the museum, and "**Bottega Brera**", the museum shop and bookstore, are part of the "Great Brera".





## MUSEO NAZIONALE SCIENZA E TECNOLOGIA

The most important museum of science and technology in Italy, it hosts the testimonies of **history of science**, technology and Italian industry dating from the 19th century to present times. Don't miss the **Enrico Toti** submarine, the 1:1 scale model of the first **Vega vector** and the "**Leonardo da Vinci Galleries**".





## TRIENNALE MILANO

One of the most vibrant, popular and **important exhibition centres** in the city. Since 1923, it is an international institution which organises exhibitions and events about design, architecture, visual arts and theatre: don't miss the **Museo del Design Italiano** in the spaces of the Curva on the ground floor. Triennale Milano has also a superb **media library** on design, art and architecture and the **garden** is home to great artists and designers.



# ITINERARIES



## GALLERIE D'ITALIA



 SEE MAP

Two buildings host masterpieces of **19th century Italian art** from the collections of Fondazione Cariplo and Intesa Sanpaolo: Palazzo Anguissola and Palazzo Brentani. The palazzo housing Milan's historic Banca Commerciale features **20th century masterpieces**.



## MUSEO DEL NOVECENTO



 SEE MAP

The museum is located inside the **Palazzo dell'Arengario** in Piazza del Duomo and hosts a collection of over four thousand works that catalyze the development of **20th century Italian art**.







## BASILICA DI SANT'AMBROGIO

[SEE MAP](#)

One of the most ancient churches in Milan, it is a wonderful example of **Romanesque style** and the focal point is the Ciborium with the “**Golden Altar**” underneath, a masterpiece of Carolingian goldwork.



## SAN MAURIZIO AL MONASTERO MAGGIORE

[SEE MAP](#)

On entering this 16th-century church, also dubbed the “**Sistine Chapel of Milan**” it is impossible not to be awestruck by the number and beauty of the paintings, stuccoes and frescoes.



# ITINERARIES



## STAZIONE CENTRALE



SEE MAP

A complex characterised by a mixture of **different architectural styles**: Neoclassical, Art Nouveau and Art Deco. In recent years it has undergone major **restoration and redevelopment** work, with the opening of new spaces and services.



## PARCO SEMPIONE



SEE MAP

A green lung in the heart of the city, with **centuries-old trees** and **fitness trails**, this renowned park occupies a vast area linking the Arco della Pace to the Castello Sforzesco.





## ORTO BOTANICO


[SEE MAP](#)

A small but delightful **Botanical Garden** in Brera. Dating to the **18th century**, it was reopened to the public a few years ago and offers a delightfully **peaceful setting** within Milan's densely urbanized historical centre.



## NAVIGLI DISTRICT


[SEE MAP](#)

A widespread **network of canals** whose history is linked to the genius of **Leonardo da Vinci**. It boasts small **artisan workshops** and **painter's studios** reminiscent of those found on the left bank in Paris.



# ITINERARIES



## MONTENAPOLEONE DISTRICT [SEE MAP](#)

The **Quadrilatero della moda** is set amidst four of Milan's most expensive and prestigious **shopping streets**. It is here that the most important fashion designers, of international repute, offer their luxurious creations.



## BRERA DISTRICT [SEE MAP](#)

Its narrow cobble streets host a number of interesting chic **antique shops, galleries, artisanal workshops** and **cafés**. As a "**district of Artistic Perfumery**" it boasts delectable shops carrying only the most sought-after fragrances.





## PORTA NUOVA DISTRICT


[SEE MAP](#)

This is a sprawling area, the result of a project of urban and architectural redevelopment. A **technological hub** comprising more than twenty buildings including **skyscrapers, offices and urban residences** with the scenic **Piazza Gae Aulenti**.



## CITYLIFE DISTRICT


[SEE MAP](#)

A **residential and commercial complex** in the Portello district designed by architects Arata Isozaki, Daniel Libeskind and Zaha Hadid. The complex also includes the **shopping district**, a **public park** and three **residential complexes**.





# ESSENTIALS



## ATM - AZIENDA TRASPORTI MILANESI

**Local Public Transport Company** Open daily 7.30am-7.30pm.

[www.atm.it](http://www.atm.it). T: 02 48607607 (7.30am-7.30pm).

### Lost and Found on ATM Vehicles:

Mon-Fri 8.30am-4pm. Via Friuli, 30. T: 02 88453900.

**Ordinary ticket (2€)** Valid for 90 minutes. Can be used on buses, trams or the metro **Day ticket (7€)** Valid 24h. Unlimited travel on buses, trams and the metro. **Three-day ticket (12€)** Valid for 3 consecutive days

from the day of the first validation until the end of the service on the third day. Unlimited travel on buses, trams and the metro. Check rates for the extra-urban subway. <https://nuovosistematariffario.atm.it/en/>

**Where to buy your ticket:** from all authorized ticket sellers, ATM POINTs (Duomo M1-M3, Centrale M2-M3, Cadorna M1-M2, Garibaldi M2-M5, Loreto M1-M2, Romolo M2) and automatic ticket vendors.

## BIKE SHARING - Public bicycle transport system

to be used for short trips. Available everyday, from 6am to midnight. [www.bikemi.com](http://www.bikemi.com)

**KICK-SCOOTER** - The most enjoyable ride in the city is provided by Wind Mobility, Bit Mobility, Helbiz Italia, Bird, EM Transit, Ride Hive Operations, LMTS Italy, Govolt, Lime and Voi Technology.





## Tourist Information

### **INFOPOINT - TOURIST OFFICE OF MILAN** **Piazza Duomo, 14**

Multilingual tourist assistance and information; free distribution of maps and brochures.

Open Mon-Fri 9am-7pm; Sat-Sun and holidays 10am-1pm. T: 02 88455555 - [www.yesmilano.it](http://www.yesmilano.it)  
[infotourist@comune.milano.it](mailto:infotourist@comune.milano.it)

You can also find tourist information in the brand new office:

### **YESMILANO TOURISM SPACE-CAMERA DI COMMERCIO & COMUNE DI MILANO** **Palazzo Giureconsulti - Via dei Mercanti 8**

A highly-digital environment created to "immerse" visitors into a multi-sensory and technological experience. Open Mon-Fri 9am-6.30pm; Sat-Sun and holidays 1.30pm-5.30pm

T: 02 85155931 - [www.yesmilano.it](http://www.yesmilano.it) -  
[infotourismspace@mi.camcom.it](mailto:infotourismspace@mi.camcom.it)



# ESSENTIALS



## TRAINS

**TRENITALIA** - National Railway Company

Info T: 892021. [www.trenitalia.com](http://www.trenitalia.com). Milan offers fast-track access to major cities across Italy thanks to its high-speed trains.

- Turin: 55 min
- Bologna: 1 hour
- Florence: 1 hour 40 min
- Venice: 2 hours 35 min
- Rome: 2 hours 55 min
- Naples: 4 hours 15 min

For more info about the Italy-Switzerland railway connections: [www.trenitalia.com](http://www.trenitalia.com) or [www.ffs.ch](http://www.ffs.ch).



**ITALO** - High Speed Rail. Info T: 060708. Italo Assistance  
T: 892020. [www.italotreno.it](http://www.italotreno.it)

**TRENORD** - Malpensa Express - Regional & Suburban Railway .  
Info T: 02 72494949. Mon-Sun 7am-9pm.  
[www.trenord.it](http://www.trenord.it). The MALPENSA EXPRESS  
([www.malpensaexpress.it](http://www.malpensaexpress.it)) links the centre of Milan with the  
intercontinental hub at Malpensa Airport (Terminal 1 & Terminal 2) with  
146 trains a day, between 4.27am and 00.20am. 68 trips to and from  
Milano Centrale (also stopping at Milano Porta Garibaldi) and 78 to  
and from Milano Cadorna.

## AIRPORTS

**MILANO MALPENSA (MXP)** - (45 km from the centre of Milan -  
A8 direction Varese). Flight and bus info T: 02 232323.  
[www.milanomalpensa-airport.com](http://www.milanomalpensa-airport.com)

### • Connection to Milano Malpensa

Bus > from the Central Station (Stazione Centrale, corner Piazza IV  
Novembre). Travel time 50'.

Air Pullman ([www.malpensashuttle.com](http://www.malpensashuttle.com))

Ticket € 10. T: 02 58583185; Terravision

([www.terravision.eu](http://www.terravision.eu)) € 8; Autostradale

([www.autostradale.it](http://www.autostradale.it)) Ticket € 8. T: 02 72001304.

Train > from the Central Station (Stazione Centrale). Travel time 50'  
ca. It is possible to reach Malpensa also from the Garibaldi FS Station.

Ticket € 13. [www.trenitalia.com](http://www.trenitalia.com)

Train > from Cadorna Station. Travel time 40' ca.

Trenord ([www.malpensaexpress.it](http://www.malpensaexpress.it)).

Ticket € 13. ([www.trenord.it](http://www.trenord.it)). T: 02 72494949.

**MILANO LINATE (LIN)** - (6 km from the centre of Milan).

Flight information 24h-24h T: 02 232323 (call center).

[www.milanolate-airport.com](http://www.milanolate-airport.com)

**ORIO AL SERIO (BGY)** - (45 km from the centre of Milan - A4 direction  
Bergamo). Flights and bus info 24h-24h.

T: 035 326323. [www.orioaeroporto.it](http://www.orioaeroporto.it).

### • Connection to Orio al Serio-Bergamo

Bus from the Central Station (Stazione Centrale, corner Piazza Luigi di  
Savoia). Travel time 60'. Orioshuttle ([www.orioshuttle.com](http://www.orioshuttle.com)).

T: 035 330706; Autostradale ([www.autostradale.it](http://www.autostradale.it)).

T: 035 322915; Terravision ([www.terravision.eu](http://www.terravision.eu)) Ticket € 5.



THE WELCOME MAGAZINE

# MILAN

[www.wheretailia.com/milan](http://www.wheretailia.com/milan)

**PROEDI COMUNICAZIONE SRL**

Via Ezio Biondi, 1. 20154 Milano.

T: +39 02 25063100

[info@proedimedia.com](mailto:info@proedimedia.com)

[www.wheretailia.com/milan](http://www.wheretailia.com/milan)

**PUBLISHER AND EDITOR-IN-CHIEF**

Andrea Jarach

[andrea.jarach@proedimedia.com](mailto:andrea.jarach@proedimedia.com)

**MANAGING EDITOR**

Alessandra Finzi

[redazione@proedimedia.com](mailto:redazione@proedimedia.com)

**ART DIRECTOR**

Joy Lacanlale

**CONTRIBUTORS**

Carey Bernitz, Simona P.K. Daviddi,

Floriana di Maio, Cornelia

G. Hassmüller, Fabio Lancini,

Giulia Minero, Elena Peverata,

Chiara Zaccarelli

**ICONOGRAPHY**

Archivio Proedi Media,

Andrea Cherchi, Milano

Panoramica, Shutterstock

**CARTOGRAPHY**

*Milan city Map:*

© Proedi Comunicazione 2021

*Metro Map:*

Courtesy ATM Milano

*Fast Trains Network Map:*

Dmitry Goloub © Proedi

Comunicazione 2021

**COO**

Pierfrancesco Coreno

[pierfrancesco.coreno@proedimedia.com](mailto:pierfrancesco.coreno@proedimedia.com)

**MARKETING & ADVERTISING**

Sieva Carolo, Isa Faleschini,

Daniele Misrachi, Rachele Renna,

Paola Zannoni

[advertising@proedimedia.com](mailto:advertising@proedimedia.com)

**ADMINISTRATION**

[amministrazione@proedi.it](mailto:amministrazione@proedi.it)

**PRODUCTION & CIRCULATION,**

**SALES SUPPORT MANAGER**

Paola Grilli

[paola.grilli@proedimedia.com](mailto:paola.grilli@proedimedia.com)

**HOTEL RELATIONS MANAGER**

Marta Mailhac

[hotelrelations@proedimedia.com](mailto:hotelrelations@proedimedia.com)

**CUSTOMER SERVICES**

Cristina Garbini

[hotelrelations@proedimedia.com](mailto:hotelrelations@proedimedia.com)

REG. TRIB. MILANO No. 152, 17 JULY 2019

EDITORE: PROEDI COMUNICAZIONE SRL -

ISCRIZIONE AL ROC N. 2455

DIRETTORE RESPONSABILE: ANDREA JARACH

**EXCLUSIVE GIFT FROM TOP HOTELS**

THE WELCOME MAGAZINE, THE WELCOME SMART GUIDES AND THE WELCOME AUDIO MAP ARE DISTRIBUTED IN THE BEST HOTELS, IN A DIGITAL OR PAPER VERSION. [WWW.WHEREMILAN.COM/DISTRIBUTION](http://WWW.WHEREMILAN.COM/DISTRIBUTION)

Although the Publisher has made every effort to include copyright credits, in the event of there being any errors, oversights or omissions, we would like to apologize to the copyright holders in question whose names will be published in the next issue.

While every effort has been made to ensure the accuracy of the information, the Publisher cannot be held responsible for any consequences arising from errors or omissions. All rights reserved. Reproduction in whole or in part is strictly prohibited.

Recommended by



PATROCINIO

Comune di  
Milano

THE CITY MAGAZINE

# WELCOME

EVENTS | SIGHTSEEING | MUSEUMS | SHOPPING |  
DINING | ENTERTAINMENT | MAPS



**Welcome Smart Network** by Whereltalia  
MAGAZINES | GUIDES | MAPS | WEBSITES

[www.whereltalia.com](http://www.whereltalia.com)



[ ONLY AT PREMIERE HOTELS IN MILAN ]

# The Welcome Magazine

The magazine in digital or paper version is available at these hotels which are part of the **Welcome Smart Network by WhereItalia** circuit. [www.proedi.it/welcome-smart-network](http://www.proedi.it/welcome-smart-network)

## 5 STARS DELUXE (L) & 5 STARS

**Armani Hotel (L)** – Via Manzoni, 31

**Bulgari Hotels & Resorts (L)** –

Via Privata Fratelli Gabba, 7/b

**Château Monfort** – Corso Concordia, 1

**Excelsior Hotel Gallia (L)** –

Piazza Duca d'Aosta, 9

**Four Seasons Hotel Milano (L)** –

Via Gesù, 6/8

**Galleria Vik Milano (L)** –

Via S. Pellico, 8

**Grand Hotel et de Milan (L)** –

Via A. Manzoni, 29

**Magna Pars L'Hotel à Parfum** –

Via Forcella, 6

**Mandarin Oriental Milan** –

Via Andegari, 9

**ME Milan Il Duca (L)** –

Piazza della Repubblica, 13

**Meliá Milano** – Via Masaccio, 19

**NH Collection Milano President** –

Largo Augusto, 10

**Palazzo Cornalia** – Via E. Cornalia, 7

**Palazzo Parigi (L)** – Corso di Porta Nuova, 1

**Park Hyatt (L)** – Via T. Grossi, 1

**Pierre** – Via De Amicis, 32

**Principe di Savoia (L)** –

Piazza della Repubblica, 17

**SINA The Gray** – Via San Raffaele, 6

**Style** – Via delle Erbe

**The Westin Palace (L)** –

Piazza della Repubblica, 20

**Viu Milan** – Via Fioravanti, 6

## 4 STARS & LUXURY RESIDENCES

**Acca Palace** – Via G. Nicotera, 9

**Accursio** – Viale Certosa, 88

**Admiral** – Via Domodossola, 16

**Andreola Central** – Via D. Scarlatti, 24

**Antares Rubens** – Via P. P. Rubens, 21

**Antica Locanda dei Mercanti** –

Via San Tomaso, 6

**Arcimboldi** – Viale Sarca, 336

**AS Cambiago** – Viale delle Industrie -  
Cambiago (MI)

**AS Hotel dei Giovi** – Via Manzoni, 99 -  
Cesano Maderno (MB)

**AS Limbiate Fiera** – Corso Como, 52 -  
Limbiate (MB)

**AS Monza** – Viale Lombardia, 76/78 -  
Monza (MB)

**AS Sempione Fiera** – S.S. del Sempione,  
320 – San Vittore Olona (MI)

**Ascot** – Via Lentasio, 3

**Auriga** – Via G.B. Pirelli, 7

**Barceló Milan** – Via Stephenson, 55

**Baviera Mokinba** – Via P. Castaldi, 7

**Berna** – Via N. Torriani, 18

**Best Western Antares Concorde** –  
Viale Monza, 132

**Best Western Goldenmile Milan** –  
Viale Cristoforo Colombo, 33

**Best Western Madison** – Via L. Gasparotto, 8

**Best Western Major** – Viale Isonzo, 2 -

**Best Western Plus Hotel Galles** –  
Piazza Lima, 2

**Best Western St. George** – Viale Tunisia, 9



[ ONLY AT PREMIERE HOTELS IN MILAN ]

# The Welcome Magazine

## **Best Western Sure Hotel Collection**

**Astoria** – Viale Murillo, 9

## **Best Western Sure Hotel Collection**

**Mirage** – Viale Certosa, 104/106

## **Bianca Maria Palace Hotel** –

Viale Bianca Maria, 4

**Bristol** – Via D. Scarlatti, 32

**Brunelleschi** – Via F. Baracchini, 12

**c-hotels Atlantic** – Via N. Torriani, 24

## **Camperio House Suite & Apartments** –

Via M. Camperio, 9

**Capitol World Class** – Via D. Cimarosa, 6

**Carlyle Brera** – Corso G. Garibaldi, 84

**Carrobbio** – Via Medici, 3

**Cavour** – Via Fatebenefratelli, 21

**Citylife Hotel Poliziano** – Via A. Poliziano, 11

**Collini Rooms** – Via Mecenate, 89

**Colombia** – Via R. Lepetit, 15

**Corvetto Residence** – Via Osimo, 10

**Crivi's** – Corso di Porta Vigentina, 46

**Crowne Plaza Milan City** – Via M. Gioia, 73

**Da Vinci Milano** – Via Senigallia, 6

**De la Ville** – Viale Regina Margherita di Savoia, 15 - Monza (MI)

**Del Corso** – Via G. Pecchio, 2

## **Domina Milano Fiera Hotel & Congress**

– Via G. di Vittorio, 66 – Novate Milanese (MI)

**Doria Grand Hotel** – Via A. Doria, 22

**Double Tree by Hilton** – Via Ludovico di Breme, 77

**Enterprise** – Corso Sempione, 91

## **Excel Hotel Naviglio - Ca' Bianca** –

Via Lodovico il Moro, 117

## **First Hotel Malpensa Airport** –

Via Baracca, 34 - Case Nuove (Somma Lombardo) Malpensa Airport

## **Four Points by Sheraton Milan Center** –

Via G. Cardano, 1

**Galileo** – Corso Europa, 9

**Glam Hotel** – Piazza Duca d'Aosta, 4/6

**Grand Duca di York** – Via Moneta, 1

## **Grand Hotel Barone Di Sassj** –

Via V. Padovani, 38 - Sesto San Giovanni (MI)

**Grand Hotel Duca di Mantova** – Piazza F. Caltagirone, 40-48 (Centro Commerciale Vulcano, Sesto San Giovanni – MI)

**Grand Visconti Palace** – Viale Isonzo, 14

**H2C Milanofiori** – Via R. Bartolomea, 5 - Assago (MI)

**Hilton** – Via L. Galvani, 12

## **Hilton Garden Inn Milan North** –

Via Columella, 36

**Holiday Inn Garibaldi** – Via U. Bassi, 1/A

**Hotel dei Cavalieri** – Piazza Missori, 1

## **Hyatt Centric Milano Centrale** –

Via G.B. Pirelli, 20

## **IH ApartHotels Milano Argonne Park** –

Via E. Paladini, 7

## **IH Hotels Lorenteggio** –

Via Lorenteggio, 278

## **IH Hotels Milano Ambasciatori** –

Piazza Cesare Beccaria

## **IH Hotels Milano Gioia** – Via della

Giustizia, 10/d

## **IH Hotels Milano St. John** –

Via B. Buozi, 97 – Sesto San Giovanni (MI)

## **IH Hotels Milano Watt 13** – Via G. Watt, 13

## **IH Hotels Residence Argonne Park** –

Via E. Paladini, 7

## **Il Castelletto** – Via dell'Ecologia, 7/9 –

Casarile (MI)

## **INNSiDE by Melià Milano Torre GalFa**–

Via G. Fara, 41

**Just** – Via N. Torriani, 29



[ ONLY AT PREMIERE HOTELS IN MILAN ]

# The Welcome Magazine

- J24** – Viale Jenner, 24
- King Mokinba** – Corso Magenta, 19
- Klima** – Via Venezia Giulia, 8
- Lancaster** – Via A. Sangiorgio, 16
- Leonardo Hotel Milan City Center** –  
Via Messina, 10
- LHP Napoleon** – Via F. Ozanam 12
- Maison Borella** – Alzaia Naviglio Grande, 8
- Maison Milano | UNA Esperienze** –  
Via G. Mazzini, 4
- Manin** – Via Manin, 7
- Manzoni** – Via Santo Spirito, 20
- Marriott** – Via G. Washington, 66
- Matilde Boutique Hotel** – Via Spadari, 1
- Mediolanum** – Via M. Macchi, 1
- Mercure Milano Centro** –  
Piazza G. Oberdan, 12
- Metrò** – Corso Vercelli, 61
- Michelangelo** – Piazza Luigi di Savoia, 6
- MiHotel** – Via dei Fontanili, 56
- Milan Suite Hotel** – Via Varesina, 124
- Milano Castello** – Via San Tomaso, 2
- Milano Palmanova** – Via Palmanova, 153
- Milano Scala** – Via dell'Orso, 7
- Milano Verticale|UNA Esperienze** –  
Via Carlo de Cristoforis, 6
- Mini Hotel La Spezia** – Via Spezia, 25
- Mini Hotel Portello** – Via G. Silva, 12
- Mini Hotel Tiziano** – Via Tiziano, 6
- Monforte 27** – Corso Monforte, 27
- Montebianco Mokinba** –  
Via Monte Rosa, 90
- Montenapoleone Suites** –  
Via Santa Cecilia, 4 – Viale Certosa, 68
- Mozart** – Piazza Gerusalemme, 6
- My Bed Montenapoleone** –  
Piazza San Babila, 3
- My Bed** – Corso di Porta Ticinese, 24
- Mythos** – Via C. Tenca, 21
- Nasco** – Corso Sempione, 69
- NH Collection Milano Porta Nuova** –  
Via M. Gioia, 6
- NH Hotel Milano Fiera** –  
Viale degli Alberghi - Rho (Milano)
- NH Milano Concordia** – Via Lama, 10 -  
Sesto San Giovanni (MI)
- NH Linate** – Via A. Grandi, 12 –  
Peschiera Borromeo (MI)
- NH Milano Machiavelli** – Via Lazzaretto, 5
- NH Milano Congress Centre** –  
2ª Strada – Assago (MI)
- NH Milano Palazzo Moscovia** –  
Via Monte Grappa, 12b
- NH Milano Touring** – Via U. Tarchetti, 2
- NH Milano 2** – Strada di Olgia Nuova snc -  
Segrate (Milano 2)
- NHOW Milano** – Via Tortona, 35
- Novotel Milano Malpensa Aeroporto** –  
Via al Campo, 99 - Cardano al Campo (VA)
- Nu** – Via Feltre, 19/b
- NYX Milan** – Piazza IV Novembre, 3
- Oro Blu** – Piazzale Lotto, 14,  
corner of Via Veniero
- Osteria della Pista** – Via Verbanò, 1  
(Casorate Sempione, VA)
- Palazzo delle Stelline** – Corso Magenta, 61
- Palazzo Segreti** – Via San Tomaso, 8
- Phi Hotel Milano** – Via Falzarego, 1  
(Baranzate)
- Pioppeto** – Via Strà Madonna, 15 –  
Saronno (VA)
- Radisson Blu** – Via Villapizzone, 24
- Raffaello** – Viale Certosa, 108
- Ramada Plaza by Windham Milano** –



[ ONLY AT PREMIERE HOTELS IN MILAN ]

# The Welcome Magazine

Via d'Ancona, 27

**Regency** – Via G. Arimondi, 12

**Regina** – Via C. Correnti, 13

**Residence Desenzano Milano** –

Via Desenzano, 12

**Residence Romana** – Corso di Porta

Romana, 64

**Room Mate Giulia** – Via Silvio Pellico, 4

**Royal Garden** – Via G. Di Vittorio, Assago (MI)

**Sanpi** – Via L. Palazzi, 18

**Savona 18 Suites** – Via Savona, 18

**Senato Hotel Milano** – Via Senato, 22

**Sheraton Diana Majestic** – Viale Piave, 42

**Sheraton Milan Malpensa Airport** –

Ferno (VA) - Aeroporto Malpensa 2000,

Terminal 1

**Starhotels Tourist** – Viale Fulvio Testi, 300

**Sheraton Milan San Siro** – Via Caldera, 21

**Silver** – Via R. Lombardi, 9/11

**SINA De la Ville** – Via U. Hoepli, 6

**Spadari al Duomo** – Via Spadari, 11

**Star** – Via dei Bossi, 5

**Starhotels Anderson** –

Piazza Luigi di Savoia, 20

**Starhotels Business Palace** –

Via Privata Pietro Gaggia, 3

**Starhotels Echo** – Viale A. Doria, 4

**Starhotels Grand Milan** – Via Varese, 23 –

Saronno (VA)

**Starhotels Ritz** – Via L. Spallanzani, 40

**Starhotels Rosa Grand** – Piazza Fontana, 3

**STRAHotel&bar** – Via San Raffaele, 3

**Sunflower** – Piazzale Lugano, 10

**Terminal** – Via Ponte Seveso, 38

**The Hub** – Via Privata Polonia, 10

**The Square Milano Duomo** –

Via Albricci, 2-4

**The Yard Milano** – Piazza XXIV Maggio, 8

**Tocq Hotel** – Via A.De Tocqueville, 7/D

**Trova il Tempo** – Via Novara, 216

**UNAHOTELS Century Milano** –

Via F. Filzi, 25/b

**UNAHOTELS Cusani Milano** –

Via Cusani, 13

**UNAHOTELS Expo Fiera Milano** –

Via G. Keplero, 12 – Pero (MI)

**UNAHOTELS Malpensa** –

Via F. Turati, 84 – Cerro Maggiore (MI)

**UNAHOTELS Mediterraneo Milano**–

Via L. Muratori 14

**UNAHOTELS Scandinavia Milano** –

Via G.B. Fauché, 15

**UNAHOTELS The One Milano** –

Via Maastricht, 3 (San Donato)

**UNAWAY Contessa Jolanda Hotel**

**& Residence Milano** –

Via G. Murat, 21

**UNAWAY Quark Due Hotel & Residence**

**Milano** – Via Lampedusa, 11/3

**Vittoria** – Via P. Calvi, 32

**Uptown Palace** – Via Santa Sofia, 10

**Windsor Hotel Milano** – Via G. Galilei, 2

**WorldHotel Casati 18** – Via F. Casati, 18

**WorldHotel Cristoforo Colombo** –

Corso Buenos Aires, 3

**Vittoria** – Via P. Calvi, 32

**Zara Milano** – Viale Zara, 28

» MORE ON [WWW.WHEREMILAN.COM/DISTRIBUTION](http://WWW.WHEREMILAN.COM/DISTRIBUTION)

≡ INDEX





# ROLEX

## THE DATEJUST

The ultimate Rolex classic, the Datejust was the first self-winding waterproof chronometer wristwatch to display the date in a window, and continues to be the quintessential watch, reflecting the essence of timeless style.

*#Perpetual*



OYSTER PERPETUAL DATEJUST 41

OFFICIAL ROLEX RETAILERS IN MILAN:

PISA OROLOGERIA ROLEX BOUTIQUE - VIA MONTENAPOLEONE, 24 (UNDER RENOVATION) PISA OROLOGERIA  
TEMPORARY ROLEX AREA - VIA VERRI, 7 (2ND FLOOR) LUIGI VERGA OROLOGI - CORSO VERCELLI, 19  
ROCCA 1794 - PIAZZA DUOMO, 25 - MILANO MALPENSA AIRPORT, TERMINAL 1 RONCHI - VIA GONZAGA, 5  
VERGA 1947 - VIA G. MAZZINI (PIAZZA DUOMO).

DISCOVER MORE >