

THE **WELCOME** MAGAZINE

MILAN

SEPTEMBER 2021

WHEREMILAN #131

SIGHTSEEING
MUSEUMS
SHOPPING
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MAPS



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Comune di
Milano

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ALL ABOUT THE
SUPERSALONE**

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

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Dear friends,

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

Proedi-Wheritalia 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

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THE WELCOME MAGAZINE

MILAN

www.wheritalia.com/milan

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ICONOGRAPHY
Archivio Proedi Media, Andrea Cherchi, Milano Panoramica, Shutterstock

CARTOGRAPHY
Milan city Map:
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Central Milan city Map:
Mario Camerini © Proedi Comunicazione 2021
Metro Map: Courtesy ATM Milano
Fast Trains Network Map:
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REG. TRIB. MILANO No. 152, 17 JULY 2019
EDITORE: PROEDI COMUNICAZIONE SRL - ISCRIZIONE AL ROC N. 2455
DIRETTORE RESPONSABILE: ANDREA JARACH
PRINTED BY GRAPHISCALVE SPA
LOCALITÀ PONTE FORMELLO, 1/3/4 24020 VILMINORE DI SCALVE (BG)

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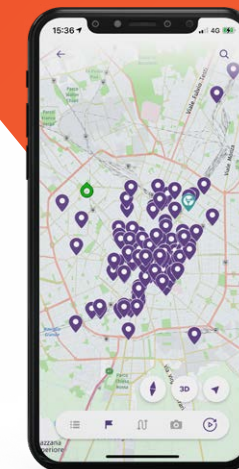


Welcome Audio Map

A GIFT FROM WHEREITALIA

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[UNMISSABLE]

Top in Town

SEE MAP
PAGE 46



DUOMO 1
Among one of the most important Gothic buildings in the world, the church constructed over a period of 450 years is the symbol of Milan. To experience the Duomo at its most majestic you must ascend to the roof. **Map F4**

GALLERIA VITTORIO EMANUELE II 2
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. **Map F4**

CASTELLO SFORZESCO 3
The ancient seat of the ruling Visconti, it was later rebuilt by Francesco Sforza and is now simply known by the Milanese as “Il Castello”. It houses a number of interesting museums

and libraries. Its park is a favourite with old and young alike. **Map E4**

CENACOLO VINCIANO 4
One of the most famous attractions in the world, “The Last Supper” by Leonardo da Vinci is a 15th century large mural painting representing the scene of the last supper of Jesus narrated in the Gospel. This fragile masterpiece was painted by Leonardo using a technique that was chemically imperfect and by the early 16th century it has started to flake and decay, resulting in numerous restorations. **Map D4**

PALAZZO REALE 5
Formerly the residence of all those who governed Milan, from Napoleon to the Royal House of Savoy, the Royal Palace is currently

one of the most important cultural centres in the city, hosting exhibitions of international renown. Near the Duomo, it’s the perfect place to escape the crowds of the Duomo’s square. **Map F5**

PIAZZA SCALA 6
The perfect location for the Gallerie d’Italia Museum and the opera house Teatro alla Scala. In the center of the square is the monument dedicated to Leonardo da Vinci. **Map F4**

MONTENAPOLEONE DISTRICT 7
Milan is known as one of the shopping capitals of the world and via Montenapoleone, together with the Golden Quad, is entirely given over to luxury shopping. Here the most important fashion designers offer their creations. **Map F4-G4**

BRERA DISTRICT 8
This is an artsy neighbourhood which really comes to life at night. The Pinacoteca di Brera is one of the most important museums in Milan. Its permanent collections offer a wealth of exceptionally good Italian and foreign masterpieces. **Map F3**

AMBROSIANA 9
The Picture Gallery contains several exquisite works of art from the 15th through 17th centuries. The Biblioteca Federiciana has on show Leonardo’s Codex Atlanticus. the Pinacoteca is exhibiting the preparatory Cartoon for The ‘School of Athens’, one of the best-known paintings by Raphael. **Map F5**

NAVIGLI 10
The Navigli are artificial canals built 800 years

ago to ferry people and merchandise to Milan. This network was perfected in 1457 by Leonardo da Vinci. Today, the area is bursting with trendy dining and nightlife spots. **Map E6**

SAN SIRO STADIUM 11
With a capacity of 80,000 seats, it is the largest stadium in Italy and the 4th in Europe. **Off Map**

SANT’AMBROGIO 12
One of the most ancient churches in Milan, it was built in 379-386 A.D., in an area where martyrs had been buried. **Map E5**

PORTA NUOVA DISTRICT 13
A vibrant, futuristic district overlooking two neighbourhoods: the Garibaldi and Isola

districts. The heart of the area is the large raised square dedicated to architect and designer Gae Aulenti. Just a little further on you will encounter the Bosco Verticale with the new Biblioteca degli Alberi. **Map S2**

TRIENNALE MILANO 14
Since 1923 this is an international institution which organises exhibitions and events about arts, designs, architecture, fashion, cinema, photography and theatre. **Map D3**

CIMITERO MONUMENTALE 15
A real outdoor museum catering, on the one hand to the whims of the elite of Milan’s society, and on the other to works of art by famous sculptors of various eras. **Map E1**

PORTA NUOVA

AN UPWARD SPIRALING CITY



— 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.porta-nuova.com

THE DUOMO'S TERRACES

OVERLOOKING THE CITY

— 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. Its inside columns measure 3 and a half metres in diameter.

— 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).

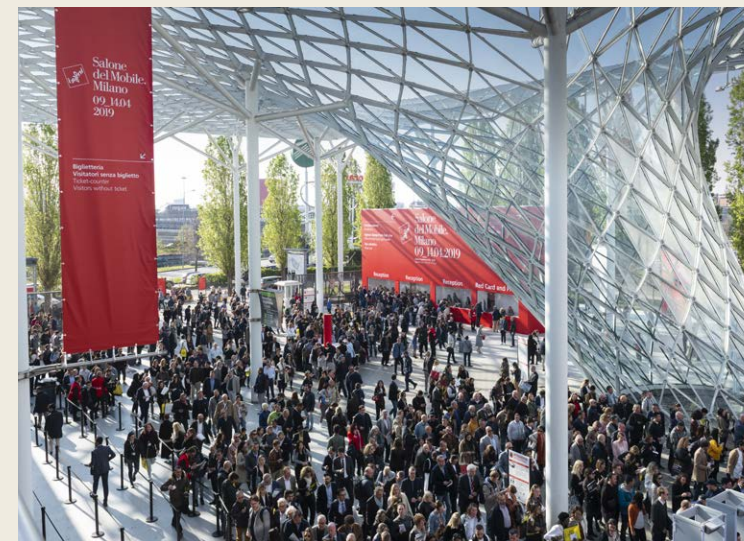
— Before accessing the Cathedral and its treasures, visit the nearby **Museo del Duomo**, located inside Palazzo Reale. The museum houses more than 150 masterpieces from the 15th century to the present time, including statues, architectural models, plaster casts, terracottas and paintings.

— If you're on a tight schedule but want to learn more about the secrets of the Duomo, you can take advantage of the new **Duomo Milano App** for smartphones, featuring images and content in 9 languages including Italian, English, French, German, Spanish, Russian, Chinese, Japanese and Portuguese.

www.duomomilano.it

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.



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

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, Annina 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.



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**.



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.

PEOPLE

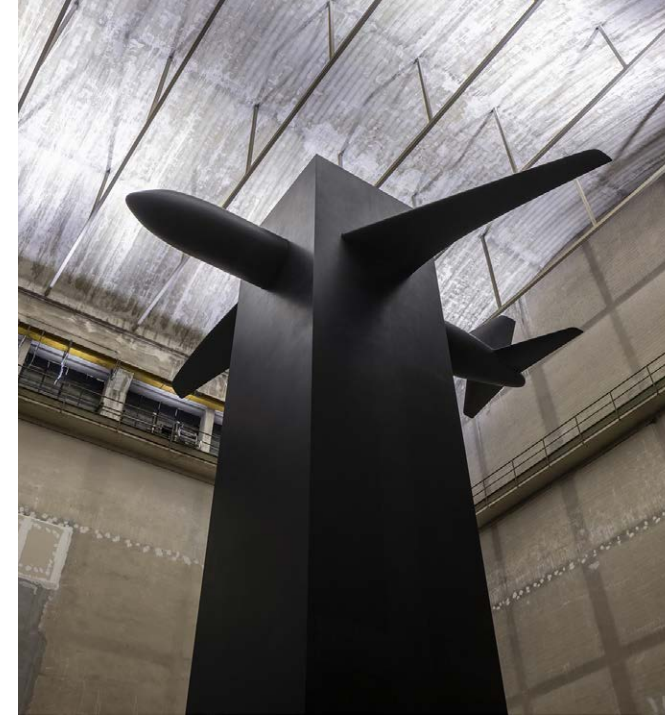
Maria Porro, born in 1983, is the new **president of the Salone del Mobile. Milano**, with "the task of accompanying the Salone, a unique and indispensable stage for design, towards the future challenges of sustainability, digitalisation, research, innovation, creativity and inclusion, while maintaining 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".



PH © LAILA POZZO



UNTIL 20 FEBRUARY 2022

◀ **CATELAN, 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



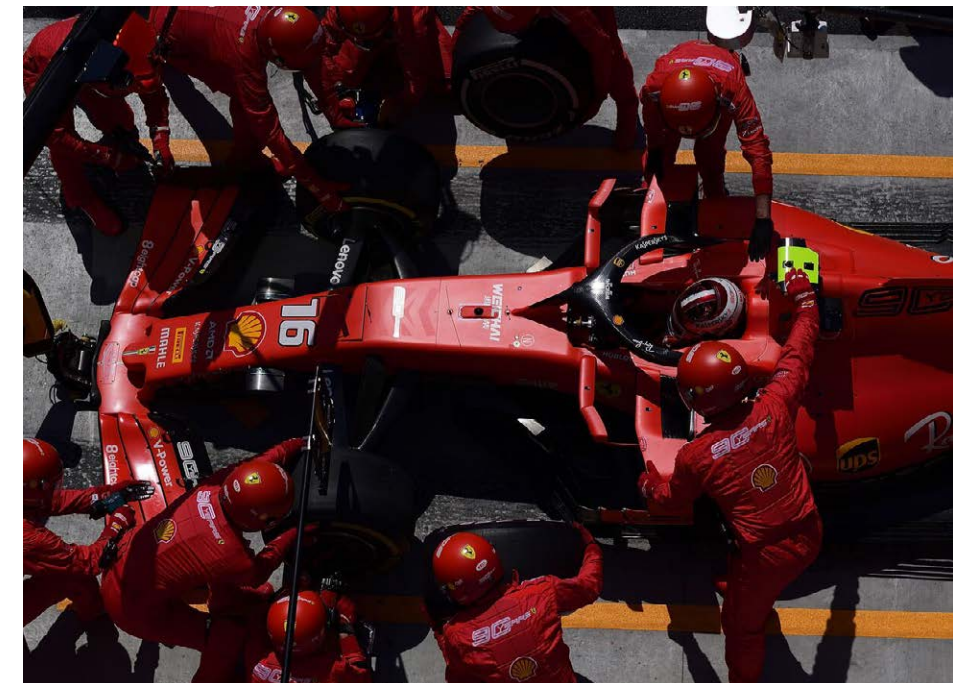
Maurizio Cattelan, L.O.V.E, 2010 (detail, marmo di Carrara). Courtesy Archivio Maurizio Cattelan - Photo Zeno Zotti

10-12 SEPTEMBER

► **FORMULA 1 REV UP**

Racing enthusiasts should make sure to pencil in **10-11-12 September** in their diaries, the dates marking the advent of **Monza's Formula 1 Italian Grand Prix** event. The race, 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!

Formula 1 Gran Premio d'Italia 2021 Autodromo Nazionale Monza. www.monzanet.it



PH © GIANLUCA D'ALAGNI



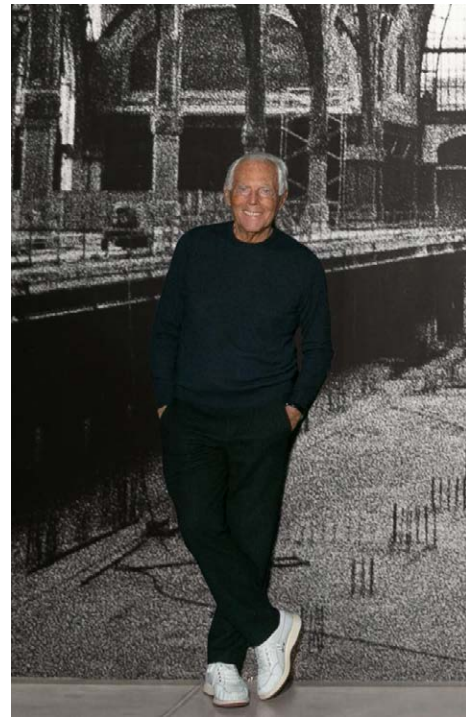
PH © GIETA GANDINI



PH © MARCO BRESCHA

"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.



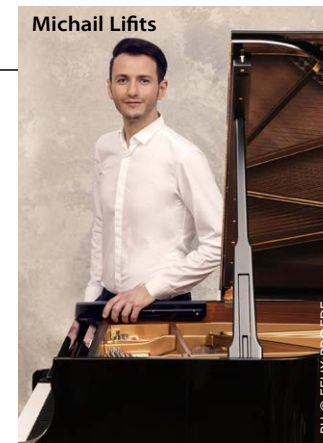
PH COURTESY © GIORGIO ARMANI

Heimat. A Sense of Belonging
ARMANI/SILOS. Via Bergognone, 40.
www.armanisilos.com

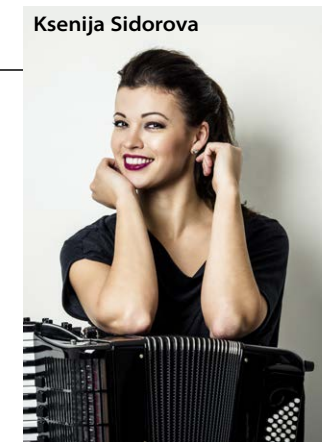
UNTIL 21 SEPTEMBER

◀ **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.



Michail Lifits



Ksenija Sidorova



Riccardo Chailly



Gabriela Montero

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

12 SEPTEMBER
OPENING CONCERT AT LA SCALA

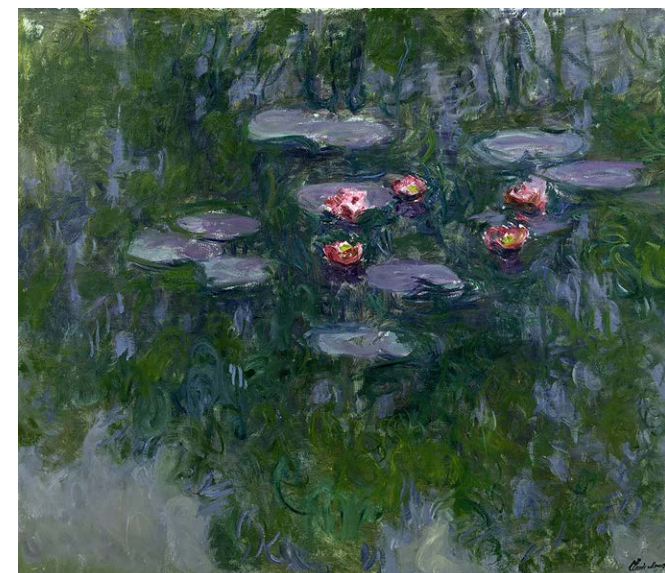
laVerdi's 2021/22 Season begins on Sunday 12 September with the traditional **Inauguration Concert** at the **Teatro alla Scala**. Claus Peter Flor will conduct the **Orchestra Sinfonica di Milano** in two masterpieces by **Liszt** and **Brahms**, together with the brilliant piano talent of Mariangela 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

Inauguration Concert
by the Orchestra Sinfonica di Milano Giuseppe Verdi
Teatro alla Scala, 7pm
Via Filodrammatici, 2
www.teatroallascala.org

22 SEPTEMBER – 4 OCTOBER
FACES AND VOICES FROM EUROPE

Athens, Berlin, Milan, Rome and the island of 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?"**. On show is an installation composed of the photographs and texts resulting from the author's meetings-interviews, as well as three videos on the entire work carried out from 2019 to date. Created to bring citizens closer to the institutions and **to increase interest in Europe**, this project will have further resonance on the occasion of its presentation at the great international photography event **MIA Fair**: an appointment not to be missed on **10 October at Superstudio Maxil**.

WHAT IS EUROPE TO YOU? by **Gigliola Foschi**
Ex Fornace Gola. Alzaia Naviglio Pavese, 16.
Inauguration: 23 September, 6pm
www.whatseurope.eu



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 – www.monetmilano.it

WELCOME | WHAT TO DO

UNTIL 3 OCTOBER

► **“THE ITALIANS... TURN UP EVERYWHERE” ***

**From the “New York Times”, 1982.*

“Painting is back” is a title that sounds like a paradox, to tell what **painting in Italy was in the 1980s**, in a season that conveyed (like the current one) a strong signal of confidence in the future. 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



PHOTOS © NICOLA MARFISI



COURTESY: TRIANGLE GALLERY, MOSCA AND THE ARTIST



PH © ANDREA ROSSETTI

17-19 SEPTEMBER
MODERN ART RETURNS TO MILAN

It will be the **first art fair to return to Europe** (organised by Fiera Milano), consolidating its international profile, with another record: that of being the Italian art fair with the widest chronological offer. 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



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Leonardo da Vinci as never seen before

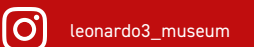
Leonardo3 Museum

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



LAKESIDE DESTINATIONS

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



Isola Bella (Lake Maggiore)

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).

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). 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). 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**, 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



2021 EVENTS IN ITALY

Find the next year calendar on www.whereitaly.com/milan



SEPTEMBER

- 1-11/9** | Venice | International Exhibition of Cinematographic Art. www.labiennale.org
- 4-17/9** | Venice | #VivaVetro (The Venice Glass Week 5th edition). www.theveniceglassweek.com
- 5-8/9** | Milan | HOMI The Lifestyle Trade Fair @ Fieramilanocity & MiCo. www.homimilano.com
- 5-10/9** | Milan | SUPERSALONE and Fuorisalone www.salonemilano.it + Milano Design Week. www.milanoartweek.com
- 8-26/9** | Milan | MiTo SettembreMusica www.mitosettembremusica.it
- 10-14/9** | Vicenza | VicenzaOro. www.vicenzaoro.com
- 12/9** | Monza (Milan) | Formula 1. Italian Grand Prix. www.formula1.com
- 13-19/9** | Milan | Milano Artweek www.milanoartweek.com
- 16-21/9** | Genoa | International Boat Show (61st edition). www.salononautico.com
- 17-19/9** | Milan | MIART. www.miart.it
- 17-19/9** | Milan | Orticola di Lombardia. www.orticola.org
- 17-19/9** | Pitti Fragranze | Stazione Leopolda (Florence). fragranze.pittimmagine.com
- 18-20/9** | Milan | HOMI Fashion & Jewels. www.homifashionjewels.com
- 18/9-9/10** | Viareggio (Tuscany) | Carnevale di Viareggio. viareggio.ilcarnevale.com
- 19/9** | Rome | Acea Run Rome The Marathon. www.runromethemarathon.com
- 19-21/9** | Milan | Mipel. mipel.com
- 19-21/9** | Milan | Micam. milano.themicam.com
- 19-21/9** | Milan | The One Milano. www.theonemilano.com
- 21-27/9** | Milan | Milano Moda Donna. www.cameramoda.it
- 22-24/9** | Milan | Lineapelle. www.lineapelle-fair.com

OCTOBER

- 2-10/10** | Milan | Milano Wine Week. www.milanowineweek.com
- 7-10/10** | Milan | MIA Milan Image Art Fair @ Superstudio Maxi. www.miafair.it
- 9/10- 5/12** | Alba (Piedmont) | International Alba White Truffle Fair. www.fieradeltartufo.org
- 10/10** | Trieste | Barcolana. www.barcolana.it
- 10-12/10** | Milan | World Routes. www.routesonline.com
- 12-13/10** | Milan | SMAU. www.smau.it
- 14-18/10** | Turin | International Bookfair (33rd edition). www.salonelibrato.it
- 17-19/10** | Verona | Vinitaly (54th edition). www.vinitaly.com
- 22-26/10** | Milan | TuttoFood. Milano World Food Exhibition. www.tuttofood.it and Host Milano. host.fieramilano.it

NOVEMBER

- 5-7/11** | Turin | Artissima 28th edition. www.artissima.art
- 5-9/11** | Merano (Trentino-Alto Adige) | Merano Wine Festival. www.meranwinefestival.com
- 17-21/11** | Milan | BookCity Milano. bookcitymilano.it and Music Week. www.milanomusicweek.it
- 21/11** | Venice | Festa della Salute. venice.whereitaly.com
- 25-28/11** | Milan | EICMA International Motorcycle and Accessories Exhibition. www.eicma.it
- End of November** | Venice | Teatro La Fenice – Opening of the Opera Season. 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

WELCOME GUIDE

The new series of pocket guides to know the unmissable landmarks in Milan.

www.proeditore.it/welcome-guide



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ENGLISH EDITION

INTERACTIVE

DAGLI EDITORI DI WHEREITALIA

PROED:
FOR A BETTER WORLD

Open-air *Contemporary Art*

Not just museums and art galleries! This season in Milan offers the ideal opportunity to discover a concept of culture that is somewhat outside the box. A walk around parks, gardens and public spaces in search of contemporary artworks in the open air is a valid - and no less fascinating - alternative for those who don't have time for a visit to the traditional places of culture. BY GIULIA MINERO

WELCOME | WHAT TO DO

In 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'

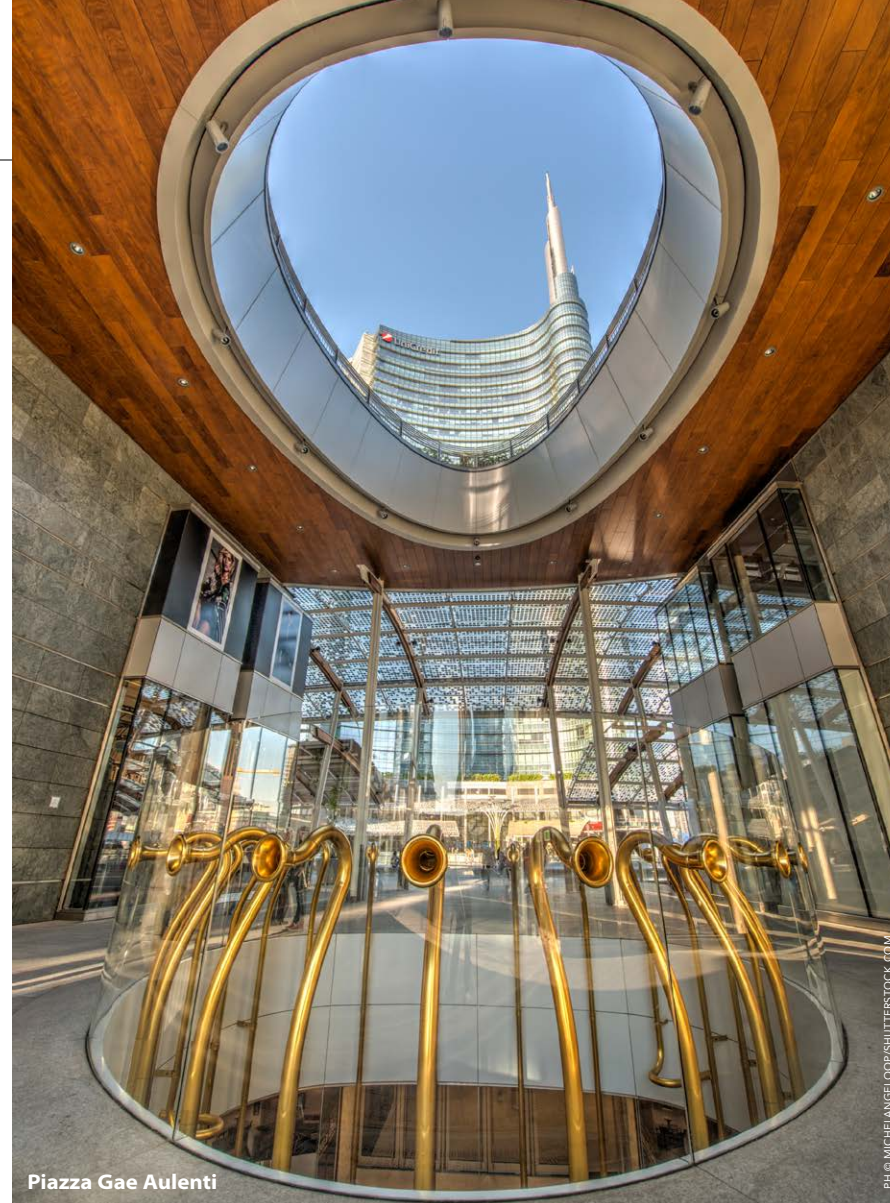
PIAZZA CADORNA

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 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.



Piazza Gae Aulenti

PH © MICHELANGELO/SHUTTERSTOCK.COM

'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 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.

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



Stazione Centrale

PH © STANISLAVA KARAGYOZOVA/SHUTTERSTOCK.COM



Idroscalo

PH © COSMO LANEA



Piazza Cadorna

PH © DIZIOTO/SHUTTERSTOCK.COM



Piazza Meda

PH © DELIO AN DREA/SHUTTERSTOCK.COM



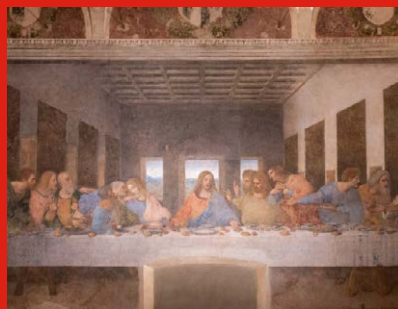
Piazza del Carmine

PH © JOLANTA WOJCIK/SHUTTERSTOCK.COM

[WELCOME TO ITALIA]

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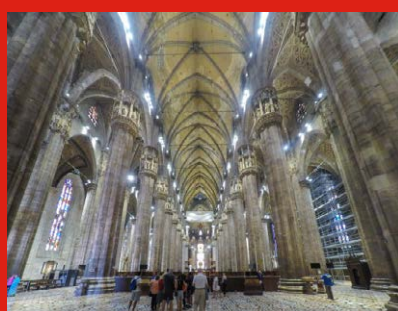
PRIVATE LAST SUPPER EXPERIENCE

Your guide will take you on a journey through the discovery of one of the most important artworks in history. Get to know Leonardo and his mind in a unique way with the insight that only a guide can provide.



VIP DUOMO CATHEDRAL PRIVATE EXPERIENCE

If you are looking for the most personable way of enjoying our Duomo this is what we are here to provide. See the inside, the rooftop using the lift and do not waste your time in line for a ticket, you will skip the line and have a great experience!



PRIVATE MILAN EXPERIENCE

If you have specific interests ranging from art history to fashion, photography or food, we will be happy to pair you with the guide that best suits your needs: a local guide takes you "behind the scenes" with the insight only a local can provide.



FRANCIACORTA TASTING WITH PICNIC

Just one hour from Milan, in the fertile Franciacorta wine area, you can visit two prestigious cellars where a sommelier will guide you through a tasting of 5 samples of sparkling wines. The proposal also includes a delicious picnic.

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.



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.



ROMANTIC TOUR ON LAKE COMO

The experience of taste and relaxation between Varenna and the magical waters of the lake culminates with dinner in a panoramic restaurant.



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Shopping



Pineider, timeless elegance

The historic Florentine brand, synonymous with exclusiveness and craftsmanship in paper, leather goods and articles for writing, has recently opened a flagship store in the very central Via Manzoni.

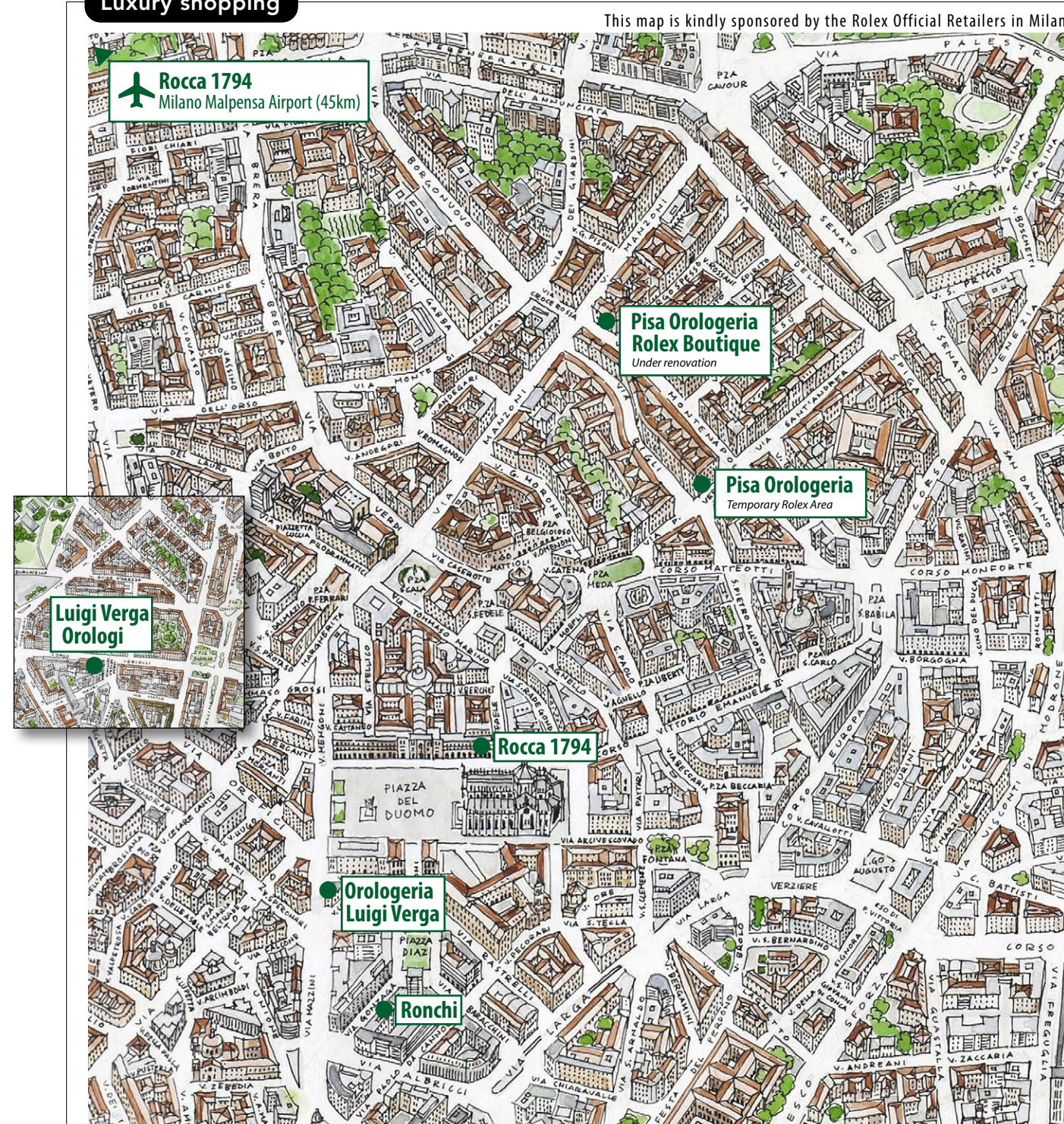
Refined vintage atmospheres pervade the 300 square metres of surface area of the **new Pineider flagship store**, with its sophisticated types of paper, precious pens and leather goods, both historic and contemporary. The ambition is to bring the products closer to the Pineider experience: in the former historic location of the first Feltrinelli bookshop, in fact, a 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. All this in the **lounge area** known as **"The Writers' Club"** overlooking the courtyard of the Poldi Pezzoli Museum. Proximity to Milanese cultural sites is one of the Florentine brand's prerequisites, as it identifies its DNA in culture. From this perspective, the point-of-sale proposes to organise and promote microevents devoted to arts and passions such as music, literature, photography and the graphic arts, while always respecting the regulations and social responsibility. The design of the space has been entrusted to the studio Paolo Badesco & Partners, which has realised an **exclusive concept** for the Florentine brand in a harmonious balance between past and present. The opening in Milan is now in addition to the single-brand shops in Florence and Rome, while the prospects of also developing digital solutions allowing a profound link between consumer and brand are increasing.

>> **Pineider 1774**
www.pineider.com
 Via Manzoni, 12. T: 02 36589137. Map F4



Luxury shopping



This map is kindly sponsored by the Rolex Official Retailers in Milan

Rocca 1794
 Milano Malpensa Airport (45km)

Pisa Orologeria Rolex Boutique
 Under renovation

Pisa Orologeria
 Temporary Rolex Area

Luigi Verga Orologi

Rocca 1794

Orologeria Luigi Verga

Ronchi



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

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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.



WINDOW
1,5 h
SHOPPING

THE LEGENDARY MONTENAPOLEONE

Although high-end purchases can be made in any part of the city, several urban areas are also entirely given over to the business of luxury shopping. First and foremost, the **Quadrilatero della Moda** or **Golden Quad**, situated just east of the Piazza della Scala and a short distance on foot from the Duomo. This is where all the big designer names and most luxurious stores in the world cluster. The Quadrilatero set 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. Here, in the space of just a **few hundred metres**, you'll find everything your heart desires, including boutiques, museums, restaurants and luxury hotels. If fashion is your thing and you're interested in learning more about its history, then a visit to Palazzo Morando (www.costumemodaimagine.mi.it), the headquarters of the museum of costumes, fashion and image, is an absolute must. Discover the world of fashion and glamour in this unique, magical **pedestrian precinct** (also featuring a number of small side streets dotted with glam boutiques). Well worth exploring from top to bottom.

CORSO VITTORIO EMANUELE & VIA TORINO, TRENDY SHOPPING

WINDOW
2,5 h
SHOPPING

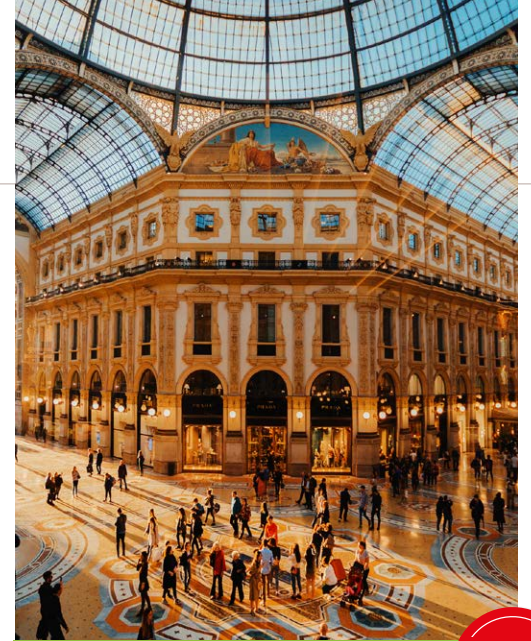
Piazza Duomo branches off into corso Vittorio Emanuele II which leads to piazza San Babila, and the nearby via Torino, which stretches as far as porta Ticinese (from here you can access the Navigli and the recently revamped Darsena). Corso Vittorio Emanuele and via Torino are the shopping meccas most 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.



DUOMO, THE HEART OF THE CITY

WINDOW
1 h
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. In addition to being packed with several of Milan's most famous attractions, 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! By walking just a few steps from the Cathedral, in a north-westerly direction, you'll reach the **Castello Sforzesco**, another of the city's most symbolic monuments. The castle was the resident of the ruling families in Milan between the Middle Ages and the Renaissance. Today, it hosts several museums and one of the city's best-loved green spaces.



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 spinning around three times and firmly grinding your heel into the testicles of the bull depicted on the mosaic flooring, you can indulge yourself by purchasing something from one of the **fabulous boutiques** lining the Galleria.

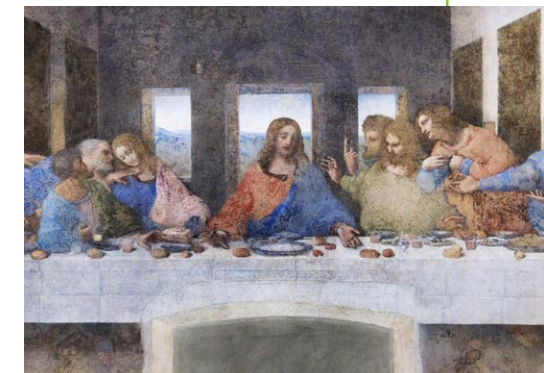
» **EDITOR'S TIP | A GLANCE TO THE HISTORY**
A virtual masterpiece of eclectic architecture, it was designed by Giuseppe Mengoni between 1865 and 1867 to celebrate the birth of the Kingdom of Italy. By that time, the Galleria represented the greatest application of iron and glass-based technology to a civilian building. The majesty of its mosaics and the decorations of the buildings – now converted into shops, restaurants and offices – is naturally enhanced by the arching glass and cast iron roof (topped with a central glass dome standing at a height of 50 meters) which, together with its iron structure, was originally manufactured in France.

CORSO VERCELLI, A CHIC DISTRICT

WINDOW
2 h
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 with overflowing with small shops just waiting to be discovered in a **distinctive atmosphere** that is further enhanced by the passage of **historic trams** giving this street an almost **retro flavour**. 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 admired each year by millions of visitors, the **Parco Sempione**, and the **Triennale di Milano** are also within easy walking distance, and, if you're feeling energetic, you can easily push onwards until you reach the **Castello Sforzesco**.



NAVIGLI, NICHE 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, if you know how to look, 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** – the city's recently restructured old mercantile port – are a must-visit stopover for visitors to Milan, who will find themselves seduced by the artistic atmosphere of its numerous painters' studios. If you're interested in discovering the city from a different perspective, treat yourself to a picturesque cruise on the Navigli (www.milancanalcruires.it).



CORSO BUENOS AIRES, THE LONGEST SHOPPING STREET IN EUROPE

Since opening in 1782, Corso Buenos Aires has been one of the most important commercial thoroughfares in Milan where an increasing number of **'maxi boutiques'** have taken up residence. A real shoppers' paradise, it offers **one and a half kilometre of window displays**, with shops for all tastes and all budgets: sophisticated boutiques, alternated with trendy stores offering all types of merchandise and numerous bars for a quick snack. Its sidestreets abound in restaurants, many of which are ethnic. A Saturday afternoon favourite with Milanese shoppers of all ages.



BRERA, THE ARTISTIC HEART OF THE CITY



This centrally located district is named after **via Brera** which, since the 18th century, has housed the famous Accademia di Belle Arti. 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 cobbled streets host a number of interesting chic **antique shops, galleries, cafés, restaurants and bars**. If this is where you're headed, make sure to wear 'flatties', these cobbled streets were not originally designed for heels! 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 the almost surreal atmosphere, and a treasure trove of **small artists' workshops**, quaint shops selling canvases and paints and **antique shops** of this area. Highlights include the masterpieces at the Pinacoteca, the historic Biblioteca Nazionale Braidense, the Astronomical Museum, the oldest institute of scientific research in the city, and the Botanical Gardens, an evocative green oasis in the heart of the city. Brera never ceases to amaze and now, in addition to its picturesque artists' workshops, countless boutiques showcasing rare essences are springing up, transforming Brera into a **'district of Artistic Perfumery'**.

>> INSIDER TIP

Shopping hours are generally from 9.30am to 7.30pm; less centrally located shops still take the traditional lunch break from 12.30pm or 1pm to 3pm or 4pm. Most shops are closed on Sundays (except those located in central Milan) and on Monday mornings. Make sure to always check ahead.

PORTA NUOVA, MODERN TIMES



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** (which is dedicated to one of the 'greats' of Milanese design), 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.

>> EDITOR'S TIP | THE SKYLINE OF THE NEW CITY

From piazza Gae Aulenti, you can enjoy a unique view of the district: just a little further on you will encounter the **Bosco Verticale**, nominated the most innovative skyscraper in the world at the 2014 International Highrise Award, the **Diamant Tower** with all the new towers of the **Porta Nuova Business District**, **Palazzo Lombardia**, the **Lombardy Regional Government building**, and **Palazzo Pirelli** designed by **Gio Ponti**.



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.



PETTINAROLI

ADVERTORIAL

STATIONERY PRINTS AND MAPS Founded in 1881 and now run by the fourth generation, it is considered one of the oldest venues in the city. On entering this unmistakably Milanese shop in via Brera, customers can breathe in the scent of the past, immersed in a timeless, old-world atmosphere. Since its inception, the shop has been a reference point for style and elegance in writing paper, business cards, printed documents, desk items, a vast assortment of prints and antique maps and photo albums in beautifully handcrafted leather according to time-honoured Italian tradition.

www.fpettinaroli.it - Via Brera, 4
T: 02 86464642-1875. M3 Montenapoleone. Map F4

PAOLO SARPI, MILAN'S CHINESE NEIGHBOURHOOD

WINDOW
30 min
SHOPPING

The **oldest and biggest Chinese district in Italy** is an interesting location for a quiet walk or to take a look at the typical products displayed at the shiny windows at both sides of the road. This **pedestrian district** stretches over the central **via Paolo Sarpi** and reaches the nearby **via Bramante, via Aleardi** and **via Niccolini**, forming a real city within the city. **Christmas, Chinese New Year** and the **Oriental Design Week** offer one on the liveliest atmospheres packed with events and are the best times to admire a triumph of lantern lighting and decorative elements.



5 VIE, AN HISTORIC CORNER

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



WINDOW
1 h
SHOPPING



FASHION HUBS IN MILAN

CityLife Shopping District

The largest urban shopping centre in Italy hosts 100 shops and eateries: fashion, accessories, cosmetics, wellness, home décor and high-tech are the star players of its exclusive commercial offer.
www.citylifeshoppingdistrict.it

Piazza Portello

A small shopping district where a large hypermarket, over 50 shops, bars and restaurants overlook small squares and arcades. The trendiest brands of clothing and accessories, the best of technology, and sport, home and hobbies.
www.piazzaportello.com



ISOLA, A COOL VILLAGE

WINDOW
1,5 h
SHOPPING

Walking north from Piazza Gae Aulenti, the heart of Milan's most futuristic area, we arrive at Isola, a historic and popular neighbourhood that in recent years has become **the city's coolest area**. A "small neighbourhood in the middle of a big city" offering typical **aperitif spots**, small **vintage shops** and **craft workshops** with unique products, in a **youthful context** characterised by murals and banister houses.

TORTONA, THE HUB OF DESIGN

In the **Tortona district** you can find a mixture of **artistic boutiques** and **cultural hubs** including MUDEC-the Museum of Cultures (home to chef Enrico Bartolini's 3-Michelin-starred restaurant) and the exclusive Armani/Silos exhibition space.



Outlet & More



Scalo Milano Outlet & More

The outlet just 15 minutes from Milan downtown. Scalo Milano Outlet & More is the ideal destination for fashion & design lovers, with a keen eye for Italian style. More than 150 national and international iconic brands such as Cavalli Class, Twinset, Fratelli Rossetti, Patrizia Pepe, Ferrari. A whole area focused on interior design and furniture hosting leading designer showrooms: Alessi, Kartell, Calligaris, Bialetti among them. Join us with our free shuttle bus (from Repubblica or Porta Romana M3) and enjoy sales up to 70% off all year round.

Discover more on scalomilano.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**.

- 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.
- In some cases, travellers may be granted a **VAT refund**. This refund does not cover the services supplied by hotels, restaurants, taxis or agencies.
- 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 OTELO information system (**Online Tax Refund at Exit: Light Lane Optimization**) and their validation is digitally carried out.
- after the digital "customs stamp" is obtained, OTELO 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.
- 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.
- 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**).
- 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.
- 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).
- 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**.
- 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.
- 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.
- However, please note, VAT cannot be refunded directly by customs offices.

Source: www.adm.gov.it/portale/ee/citizen/

[DAILY TOURS]

Fashion and design 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!



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 and a new concept in shopping and hospitality.

- **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

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

FRANCIACORTA VILLAGE

Nestled between Lakes Garda and Iseo, less than an hour from Milan, Franciacorta is not only the home to the famous Docg wines but also 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

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

VICOLUNGO THE STYLE OUTLETS

Situated just 30 minutes from Milan and the Malpensa Airport, in the province of Novara, this is one of the closest outlet to Milan and the ideal place to spend an exciting day shopping.

- **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

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



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

>> **Departure from Piazza della Repubblica by Frigerio Viaggi**
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.

Alessi



Kartell

Borsalino



Calligaris



Piquadro



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.

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.



4.

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.



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€ taxi voucher** for a comfortable return. We have many other **free services** for your shopping.

Tasting

FOOD & WINE



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.

The 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. An experience acquired through **"Artigiano in Fiera"**, the event that gathers every year under the same roof in Milan the best Italian and foreign artisans (artigianoinfiera.it). A **new evening format** proposes 3 different **"gourmet cuisine trips"** highlighting the excellence of Italian cooking, transcending the officially accepted distinctions between antipasti, first courses, main courses and desserts. **Executive Chef Christian Spagnoli** has conceived "North South West East", which envisages eleven regional stages, then "Nothing is as it seems", which plays around with textures and aesthetics, and finally "Woodland and coastline", the quickest, composed of a selection of five courses extrapolated from the other trips. And the desserts? **Pastry Chef Domenico Peragine** completes the trips with three delicious interpretations that are very exciting to discover. The "Milan View" lunch has also been revised and tips a nod to simplicity with a menu that is amended on a weekly basis.

>> miview.it. Viale Achille Papa, 30. T: 02 78612732. M1 QT8. Map B1



PH © LORENZA MERCURI

PH © ANDREA CHERCHI

[EDITOR TIPS]

Dining at the top

True Roman cuisine

A corner of Rome within the city of Milan: since 2012 this **Ostaria Romana** has brought true Roman cuisine to the city, with its **tradition and mentality**. In a cosy and **informal environment**, where the staff is ready to welcome you with **sympathy and kindness**, you can enjoy the best **cuisine of the Roman tradition** that has been handed down from generation to generation. From starters - artichokes "alla romana", "suppli" and croquettes to name but a few - to first courses ranging from "bucatini all'amatriciana" to "spaghetti alla carbonara"; from more traditional main courses (baked lamb, "coda alla vaccinara" or "saltimbocca alla romana") to desserts with the inevitable Tiramisù. There is also a rich s list that includes a selection of **wines from Lazio**. The menu is renewed every day, with new proposals according to the season. The restaurant is very popular for lunch and dinner, 7 days a week.



Advertorial



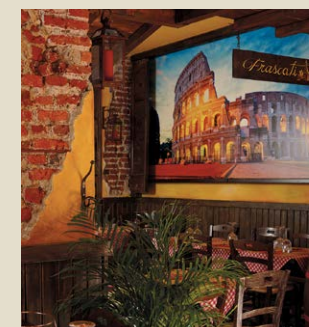
Volemosse Bene Moscova
Via della Moscova, 25
T: 02 36559618
volemossebenemilano.it
Map F3

Roman cuisine with dehors

Together with the "Volemosse Bene" restaurant in Via Moscova, this second **Ostaria Romana** in Milan is located in an elegant side of the city, not far from Central Station and a stone's throw from the **Porta Nuova skyscrapers**. Equipped with a **large dehors**, this restaurant has recently opened to welcome all those customers who already know the restaurant of the same name in Via Moscova and are looking for its **flavours and atmosphere**. A traditional and homely gastronomic proposal, also for the welcome and **friendliness of the staff**. The menu is wide-ranging and features the most typical dishes of **Lazio cuisine**: artichokes "alla romana", "suppli" and croquettes, "bucatini all'amatriciana", "spaghetti alla carbonara", baked lamb, "coda alla vaccinara", "saltimbocca alla romana" to name but a few, while desserts include the inevitable Tiramisù. Don't miss the **"nuova merenda romana"** (Roman snack), with piners, fried food, cold cuts, craft beers and wines from Lazio.



Advertorial



Volemosse Bene Vespucci
Via A. Vespucci, 5
T: 02 89690870
volemossebenemilano.it
Map F2

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)

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) or at the "Al Garghet" restaurant (www.algarghet.it).



Ristorante Da Giannino

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).

CASSOEULA

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

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).

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

Mondeghili



PH © ALTISSIMOAGETO



Cassoeula

PH © STEFANOTRUIZI



Tripe

PH © LORENZO CHINI



Cracco

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.

» **Dulcis in fundo**, are the city's famous desserts, pastries and confectionery. In addition to world famed Italian gelato, an absolute "must" in summer, year-round you can also try Milan's traditional Tiramisù (although the main ingredient of the classic recipe includes coffee, there are also other variations on the theme) and Profiteroles, mouth watering chocolate coated puffs filled with custard. Finally, there are also a number of other typical delicacies that are prepared during the holiday season including Colomba (at Easter) and Chiacchiere and Frittelle (at Carnival) and panettone (at Christmas).



PH © NELEA33/SHUTTERSTOCK.COM



PH © AFRICA STUDIO/SHUTTERSTOCK.COM

» INSIDER TIPS

- **Breakfast time** in Italy can be from 6am to 11am, depending on what time you got up, and it usually includes a cappuccino, which is a morning drink, and "cornetto" or other sweet pastries.
- **Lunchtime** usually ranges from midday to 2pm (that is why many of the shops of the shops close in these hours), **dinnertime** from 8pm to 10pm.
- Between 6pm and 9pm it's **aperitivo time**, an Italian tradition started in Milan. If you're feeling hungry between 3pm and 5pm then it's time for you to have a "merenda", a quick snack between the two main meals. Should you be hungry at late night, you can check several list of **late-night restaurants in Milan**.
- Never forget to check the restaurant's **weekly closing day**, which – most of the time – will be Monday.
- **Reservations** for most restaurants are strongly advised.
- In Italy, service is included in the price meaning that although **tipping is not compulsory** but it is obviously appreciated as a sign of satisfaction.
- Some menus include the word "**coperto**", a small surcharge corresponding to the cost of the service and bread (usually between 1 and 3 euros per person).
- If you want **tap water**, you should specify it to the waiting staff of the restaurant or bar, asking for a glass of "acqua di rubinetto".
- Although no dress code exists in Italy, **semiformal clothing** is usually considered de rigueur at restaurants.
- All restaurants and bars are **non-smoking** unless a separate smokers' area is specifically offered.



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

Lake Como, with its landscapes and its resorts rich in history, 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. You begin your tour in the direction of **Como** and discover some of its attractions, such as the **Duomo**, the Basilica of

Sant'Abbondio, Villa Olmo, the public gardens with the **Tempio Voltiano** and the **Broletto**, the city's medieval municipal hall. After travelling through the town of **Cernobbio** in the silence of your electric car, you head north, to admire **Villa del Balbianello**. Located on the western bank of the lake, this eighteenth-century dwelling surrounded by terraced gardens boasts unique views of the nearby **Isola Comacina** and has been the backdrop for numerous films. If you have a weakness for the architectures of the past, a visit to **Villa Carlotta** in the town of Tremezzo is a must, maybe also making time for a pause for refreshments. Don't worry about consumption, however; the Tesla battery boasts a **high level of autonomy** and enables you to carry out your tour without any need for recharging. After visiting the villa, its art collections and botanical gardens, you head for **Menaggio** and embark, with your car, on the ferryboat that crosses the lake in the direction of **Bellagio**. Here, in the town considered "the pearl of the lake", you can devote your energies to shopping, walking in the pedestrian-only streets

or visiting the **Park of Villa Serbelloni**. Then conclude your itinerary by travelling along the lake-front to reach the city of **Lecco** and visit its historic centre, but not before allowing yourself to be enchanted by the landscape that inspired Alessandro Manzoni's novel "The Betrothed".

>> **Book your electric car at www.noleggioelettrico.com or email info@noleggioelettrico.com**

Discover more about electric mobility in Italy at www.wheremilan.com/tips



PHOTO LAKE COMO © RASTO SK/SHUTTERSTOCK.COM

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

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.

TYPES OF VENUES

A myriad of venues, ranging from the smallest bars to larger, uberchic locations situated in the heart of the city, organize this event. There are 3 types of venues: **design bars, traditional bars** (the places that have written Milan's history) and, the latest trend, all **luxury hotel bars**.

WHERE TO GO

There are endless aperitivo options. Several of the most famous are situated in **Piazza Sempione** or **Corso Como** and



Navigli

offer a stretch of great bars with a glam vibe where, if you're lucky, you might run into a famous super-model or footballer. Others also worth note, featuring a more laid-back atmosphere, can be found in **Brera** or the **Navigli** area. A sign of a popular place are crowds of young people spilling out onto the streets with a drink in one hand and a plate in the other. Unlike other countries, the Milanese are quite happy to stop at one drink, so things rarely get out of hand. A fabulous idea to relax at the end of a long day and the perfect opportunity to enjoy a fabulous cocktail paired with **good food at affordable prices**.

AFTER THE APERITIVO...

In fact, during aperitivo hour, people start thinking about **where to go for dinner**, in a city boasting a highly eclectic offer. There are **three main areas** dedicated to nighttime entertainment featuring a concentration of venues:

- **Navigli District**: an area characterized by places offering live music, patronized by artists, models, musicians and university students. Must-try options are its boat bars and the area's old osterie where you can sample an array

- of wines, cold cuts and typical cheeses.
- **Brera District**: an historic area boasting a warren of characteristic venues offering live music and, believe it or not, fortunetellers who are happy to predict your future for a small fee...
- **Garibaldi district & Corso Como**: this is Milan's most fashionable area by night, where not only will you find a bevy of pizzeria, restaurants, pubs and discotheques, but also possibly chance upon showbiz celebs and sports heroes.

INSIDER TIPS

Drink prices range from about 7-10 euros although several of the more luxe, upmarket places might ask as much as 15 euros. Not only will you be paying for a more lavish buffet but it will probably also serve as your ticket to VIP and celeb watching. Milan is the capital of cocktail hour snacking and practically ever bar and club in the city offers some kind of happy hour, competing to offer the most alluring pre-dinner scene in town.



Brera



Piazza Sempione



Itineraries

LANDMARKS & MUSEUMS



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.

building in **corso Magenta** that still retains its Renaissance appearance intact. 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). The tour is enhanced by audio guide commentary and descriptive panels located along the way. Lasting for roughly 30 minutes, the tour caters to groups consisting of a maximum of 25 people every 15 minutes. Audio guides are available in 10 languages (English, German, French, Spanish, Japanese, Korean, Portuguese, Chinese, Russian and Italian) plus a version in Milanese dialect. Open daily from 9am to 6pm.

>> **La Vigna di Leonardo (Casa degli Atellani). Corso Magenta, 65. Map D4. www.vignadileonardo.com**



Zodiac Hall

PHOTOS © FILIPPO ROMANO

LANDMARKS

Duomo

Among one of the most important Gothic buildings in the world, the church, constructed on and off over a period of 450 years (begun 1386), is the symbol of Milan. www.duomomilano.it. **Map F4**

Castello Sforzesco

The ancient seat of the ruling Visconti, it houses a number of interesting museums and libraries. www.milanocastello.it. **Map E4**

Galleria Vittorio Emanuele II

The Galleria with its elegant, four-storey arcade, housing over 55 luxury cafés and famous designer shops, is covered by a glass barrel vault and a beautiful glass cupola. **Map F4**

Last Supper

One of the most famous attractions in the world, the "Cenacolo" by Leonardo da Vinci is a large century mural painting in the refectory of the church of Santa Maria delle Grazie. www.cenacolovinciano.net. **Map D4**

Teatro alla Scala

Inaugurated 1778, it's a not to be missed destination for ballet and opera lovers. www.teatroallascala.org. **Map F4**

Navigli

A widespread network of canals whose history is linked to the genius of Leonardo da Vinci. One of the most vibrant districts in the city. **Map E6**

Porta Nuova

Milan's most futuristic urban space, redesigning both its skyline and character. A virtuous link with the Garibaldi and Isola districts: hi-tech stores, arcades, bookstores, cafés and the new green space "Biblioteca degli Alberi". **Map F2**

St. Ambrose Basilica

One of the most ancient churches in Milan, it is a wonderful example of Romanesque style. www.basilicasantambrogio.it. **Map E5**

San Maurizio al Monastero Maggiore

Known as the "Sistine Chapel of Milan", this church has an interior boasting some of the most beautiful frescoes in the city. **Map E4**

Cimitero Monumentale

A real outdoor museum catering works of art by famous sculptors of various eras. www.comune.milano.it. **Map E1**

MUSEUMS & EXHIBITION SITES

Ambrosiana Picture Gallery and Library

Works of art from the 15th through 17th centuries. The library contains one million books including manuscripts and prints. www.ambrosiana.it. **Map F5**

Gallerie d'Italia-Piazza Scala

Housed in three historic buildings, it hosts masterpieces of 19th and 20th century Italian art from the collections of Fondazione Cariplo and Intesa Sanpaolo. www.gallerieditalia.com. **Map F4**

GAM | Galleria d'Arte Moderna

Inaugurated in 1921, it is above all a "nineteenth century museum" hosting mainly Italian and French works of art. www.gam-milano.com. **Map G3**

Leonardo3 – The World of Leonardo

The exhibit allows visitors to appreciate the many sides of Leonardo da Vinci's technical and artistic production with interactive stations, fully functioning machines, unprecedented physical reconstructions, digital restorations and threedimensional reconstructions of his creations. www.leonardo3.net. **Map F4**

MUDEC | Museum of Cultures

A multi-disciplinary hub dedicated to cultures of the world with rooms hosting the museum's collection and temporary exhibitions, an auditorium, a bistro, a design store, a cafeteria, a starred restaurant and a library. www.mudec.it. **Map C6**

Museo del Design Italiano

Located on the ground floor of the Triennale Milano, it hosts a selection of the most representative pieces of Italian design from 1946 to 1981. www.triennale.org. **Map E3**

Museo del Duomo

It houses and highlights all the material not presently in use in the Duomo, linked to its history and construction. museo.duomomilano.it. **Map F5**

Museo del Novecento

It hosts more than 400 masterpieces of Italian and international modern art – ranging from Fontana to Picasso – at the Palazzo dell'Arengario. www.museodelnovecento.org. **Map F5**

Museo di Storia Naturale

Home to valuable mineral, botanical and zoological collections. www.comune.milano.it. **Map G3**

Museo Nazionale della Scienza e della Tecnologia "Leonardo da Vinci"

Housed in a 16th century monastery, this is one of the most important museums of science and technology in the world. www.museoscienza.org. **Map D5**

Museo Poldi Pezzoli

It houses a remarkable collection of Italian Renaissance masters and displays weapons, ceramics, glass, textiles, clocks, watches and jewellery. www.museopoldipezzoli.it. **Map F4**

Museo San Siro

The first and only museum in Italy inside a Stadium, the San Siro Museum displays all kinds of historic items from two of the most successful Italian Football League clubs: A.C. Milan and F.C. Internazionale (Inter). www.sansiro.net. **Off Map**

Palazzo Reale

One of the most important cultural centres in the city hosting exhibitions of international renown. www.palazzorealemilano.it. **Map F5**

Pinacoteca di Brera

One of the most spectacular collections of art in Italy, it is located in the Neo-classical building of the same name which also houses other cultural institutions including the Braidense Library, the Astronomical Observatory, the Botanical Gardens, the Istituto Lombardo Accademia di Scienze e Lettere and the Academy of Fine Arts. pinacotecabrera.org. **Map F3**

Prada Foundation

A space dedicated to innovative projects by contemporary artists, established by arts patron Miuccia Prada. www.fondazioneprada.org. **Map H7**

Shoah Memorial of Milan

A unique commemorative place that honours the victims of the mass extermination also representing a "living educational memorial" where people can actively experience the tragedy of the Shoah. www.memorialeshoah.it. **Map H1**

Triennale Milano

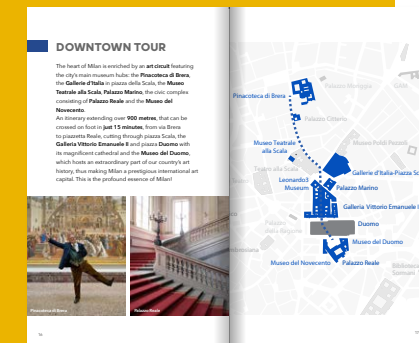
One of the most vibrant exhibition centres in the city, it owns the most important permanent collection of design works and has a superb media library on design, art and architecture. www.triennale.org. **Map D3**

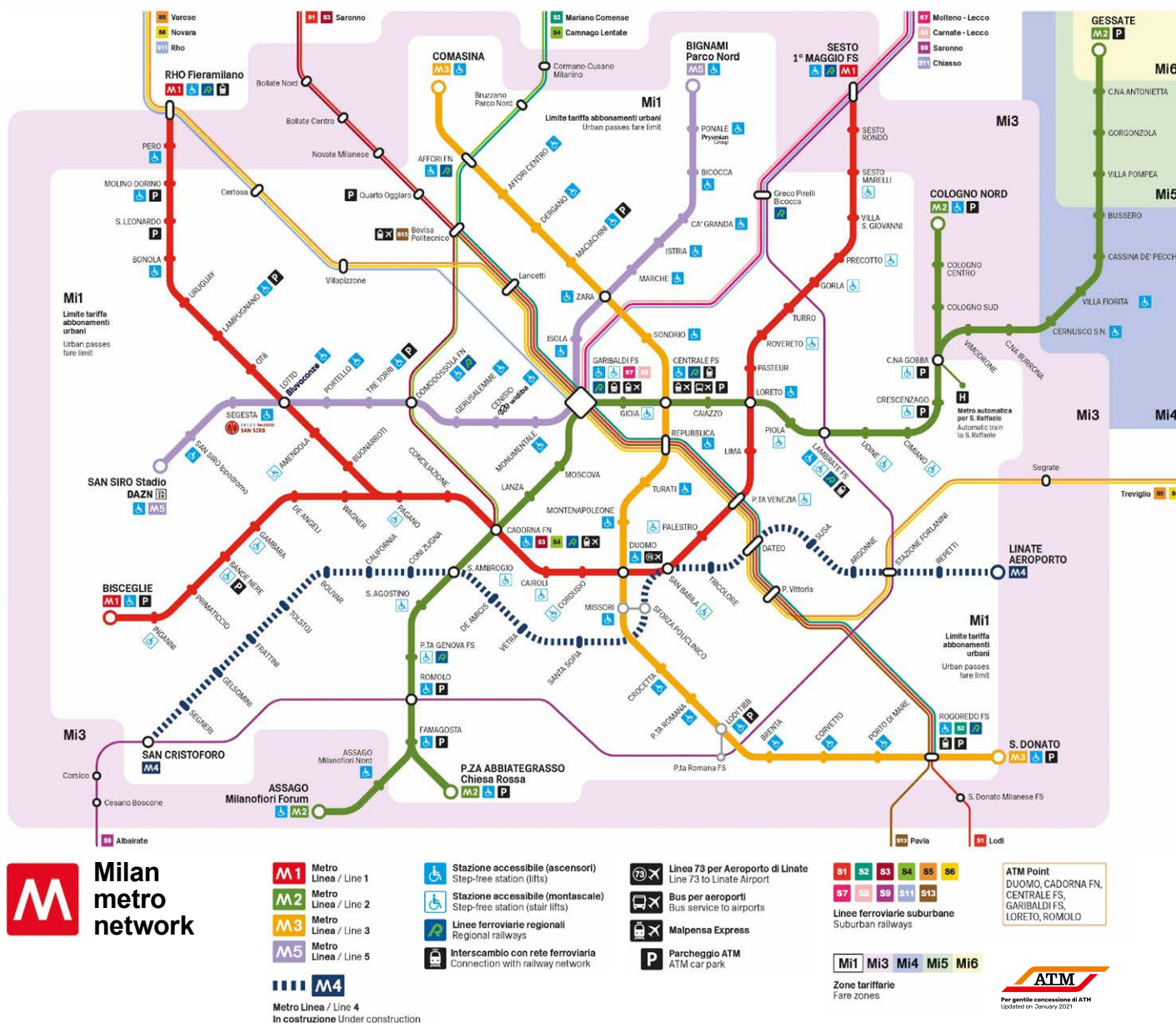
WELCOME GUIDE

MUSEUMS DISCOVER & ENJOY

More than **100 museums** and exhibition venues in Milan, from the most famous and unmissable to the lesser known even to the Milanese. The guide is completed by a series of **themed itineraries** to discover the Milan of design, fashion, science and tradition.

For info: www.proeditore.it/welcome-guide





GETTING AROUND MILAN

ATM - Azienda Trasporti Milanese - Local Public Transport Company

Open daily 7.30am-7.30pm. 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

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 and Voi Technology.

CITYSIGHTSEEING MILANO HOP ON-HOP OFF

Hallmark red double-decker bus. 7 days a week, all year around. 48 hours: ticket valid for 4 lines, over 40 stops. 10 language commentary. Prices: Adults (1 day) € 22 - (48 hours) € 25 - (72 hours) € 28 - reduced € 10. Departure: Foro Bonaparte 12, in front of Zani Viaggi/Milan Visitor Center (M1 Cairoli). T: 02 867131. You can join the tour from any stop. Tickets on board, in hotels and authorized agencies or on internet. Purchase your Combo tickets for top attractions on board at special prices. www.zaniviaggi.com **Map E4**

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

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 8515931 - www.yesmilano.it - infotourismspace@mi.camcom.it

Emergency

• EUROPEAN EMERGENCY NUMBER. 112

112 is the unique European Emergency Number created to provide all European citizens with a single number: Ambulance, Firefighters, Police.

• **PASSPORTS** Questura di Milano, via Fatebenefratelli, 11. T: 02 62261

📍 Street markets (see map page 46)

1. FIERA DI SINIGAGLIA STREET MARKET -

The only "flea market" in Milan, it attracts a varied public ranging from collectors to bargain hunters. Saturdays. www.fieradisinigaglia.it

Ripa di Porta Ticinese (from via Paoli to via Bersanti)

2. NAVIGLIO GRANDE ANTIQUE MARKET -

A "not-to-be-missed" date for collectors the world over. Last Sunday of every month. Naviglio Grande, from the Darsena to the bridge in via Valenza. M2 Porta Genova FS.

3. MERCATINO FILATELICO (STAMPS AND COINS) -

A historic market and the third largest in Europe. Open on Sundays and weekdays. Via Armadori, Via Cordusio, Via C. Cantù, Galleria Cordusio. M1 Cordusio, M1- M3 Duomo.

4. VIALE PAPINIANO STREET MARKET -

Held twice-weekly, this is Milan's largest street market. Tuesdays and Saturdays. Viale Papiniano. M2 Sant'Agostino.

5. ANTIQUE AND SECOND-HAND BOOK MARKET -

A monthly appointment for booksellers from all over the world. Every second Sunday of the month (excluding the months of July and August). Piazza Diaz. M1-M3 Duomo.

6. CASCINA CUCCAGNA -

A 17th century farmhouse in Milan hosting a farmers' food market. Every Tuesday, from 3.30pm to 8pm. www.cuccagna.org.

7. EAST MARKET -

A pure East London-inspired market boasting vintage or second-hand clothes and accessories, as well as street food. Every third Sunday of the month, 10am-9pm. www.eastmarketmilano.com. Via Mecenate, 84

8. MERCATINO ANTIQUARIATO E BROCCANTAGE DI BRERA

Every third Sunday of the month in the charming Brera district, from 9am to 6pm. Via Fiori Chiari-via Madonna - via Formentini. M2 Lanza.

9. VIA FAUCHÉ STREET MARKET -

Very appreciated by the fashionistas. You can find discounted clothes and shoes of the most prestigious Italian stylists. Twice a week, every Tuesday (7.30am-1pm) and Saturday (7.30am-5pm).

10. MERCATO DEL SUFFRAGIO -

Municipal market in corso XXII Marzo. From Tuesday to Saturday (7.30am-11pm) and Sunday (7.30am-4pm).

Trains

TRENITALIA - National Railway Company

Info T: 892021. 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 or www.ffs.ch.



ITALO - High Speed Rail. Info T: 060708. Italo Assistance

T: 892020. www.italotreno.it

TRENORD - Malpensa Express - Regional & Suburban

Railway. Info T: 02 72494949. Mon-Sun 7am-9pm. www.trenord.it. The **MALPENSA EXPRESS**

(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**.

Ticket € 13. www.trenitalia.com

Train > from Cadorna Station. Travel time 40' ca. Trenord (www.malpensaexpress.it).

Ticket € 13. (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.milanoline-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.

• 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). T: 035 330706; Autostradale (www.autostradale.it).

T: 035 322915; Terravision (www.terravision.eu)

Ticket € 5.

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

• Connection to Milano Malpensa

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

Air Pullman (www.malpensas Shuttle.com) Ticket € 10. T: 02 58583185; Terravision

(www.terravision.eu) € 8; Autostradale

(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

Train > from Cadorna Station. Travel time 40' ca. Trenord (www.malpensaexpress.it).

Ticket € 13. (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.milanoline-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.

• 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). T: 035 330706; Autostradale (www.autostradale.it).

T: 035 322915; Terravision (www.terravision.eu)

Ticket € 5.

Milano Map

CENTRAL MAP at page 27

where Milan

Malpensa Airport (45km)

Rho Fairgrounds

San Siro Stadium

Linate City Airport (6 km)

LEGENDA SHOPPING AREAS

- 1 Duomo-Galleria Vittorio Emanuele II
- 2 Corso Vittorio Emanuele II
- 3 Via Montenapoleone - Quadrilatero
- 4 Via Dante
- 5 Via Torino
- 6 Brera-Solferino
- 7 Garibaldi-Corso Como
- 8 Corso Buenos Aires
- 9 Corso XXII Marzo
- 10 Navigli-Porta Ticinese
- 11 Vercelli-Belfiore-Marghera
- 12 CityLife Shopping District

TOP IN TOWN

See page 4

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LEONARDO DISTRICT

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[ONLY AT PREMIERE HOTELS IN MILAN]

The Welcome Magazine

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The Square Milano Duomo – Via Albricci, 2-4 • **F5**
The Yard Milano – Piazza XXIV Maggio, 8 • **E6**
Tocq Hotel – Via A. De Tocqueville, 7/D • **F2**
Trova il Tempo – Via Novara, 216 • **OFF MAP**
UNAHOTELS Century Milano – Via F. Filzi, 25/b • **G2**
UNAHOTELS Cusani Milano – Via Cusani, 13 • **E4**
UNAHOTELS Expo Fiera Milano – Via G. Keplero, 12 – Pero (MI) • **OFF MAP**
UNAHOTELS Malpensa – Via F. Turati, 84 – Cerro Maggiore (MI) • **OFF MAP**
UNAHOTELS Mediterraneo Milano – Via L. Muratori 14 • **H6**
UNAHOTELS Scandinavia Milano – Via G.B. Fauché, 15 • **C1**
UNAHOTELS The One Milano – Via Maastricht, 3 (San Donato) • **OFF MAP**
UNAWAY Contessa Jolanda Hotel & Residence Milano – Via G. Murat, 21 • **OFF MAP**
UNAWAY Quark Due Hotel & Residence Milano – Via Lampedusa, 11/3 • **OFF MAP Vittoria** – Via P. Calvi, 32 • **H5**
Uptown Palace – Via Santa Sofia, 10 • **F6**
Windsor Hotel Milano – Via G. Galilei, 2 • **G2**
WorldHotel Casati 18 – Via F. Casati, 18 • **G2**
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Vittoria – Via P. Calvi, 32 • **H4-H5**
Zara Milano – Viale Zara, 28 • **OFF MAP**



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