

THE **WELCOME** MAGAZINE

# MILAN

OCTOBER 2021

**WHEREMILAN** #132

## Inside the Magic Labyrinth of Arnaldo Pomodoro

*Discovering the striking installation  
by the Italian sculptor in the  
Tortona district*

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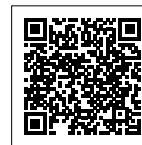
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# Milan | October 2021



Photo © Andrea Cherchi

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Dear friends,

like everything else, the pandemic has also changed the tools for tourist information. Proedi-Whereltalia has just inaugurated 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 132nd 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 continue with the **tributes 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 image we have chosen for this month depicts the **Bosco Verticale in Porta Nuova** (a photo that we used as the cover image for the September issue).

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 muchneeded recovery. With sympathy,

**Andrea Jarach**

*Publisher*

Welcome Smart Network

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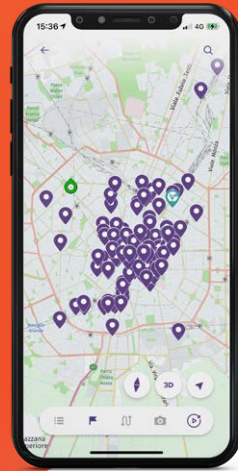
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# Welcome Audio Map

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**PROEDI COMUNICAZIONE SRL**  
Via Ezio Biondi, 1. 20154 Milano.  
T: +39 02 25063100  
[info@proedimedia.com](mailto:info@proedimedia.com)  
[www.wheretailia.com/milan](http://www.wheretailia.com/milan)

**PUBLISHER AND EDITOR-IN-CHIEF**  
Andrea Jarach  
[andrea.jarach@proedimedia.com](mailto:andrea.jarach@proedimedia.com)

**MANAGING EDITOR**  
Alessandra Finzi  
[redazione@proedimedia.com](mailto:redazione@proedimedia.com)

**CONTRIBUTORS**  
Carey Bernitz, Simona P.K. Daviddi, Floriana di Maio, Cornelia G. Hassmüller, Joy Lacanlale, Fabio Lancini, Giulia Minero, Elena Peverata, Chiara Zaccarelli

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**COO**  
Pierfrancesco Coreno  
[pierfrancesco.coreno@proedimedia.com](mailto:pierfrancesco.coreno@proedimedia.com)

**MARKETING & ADVERTISING**  
Sieva Carolo, Isa Faleschini, Daniele Misrachi, Rachele Renna, Paola Zannoni  
[advertising@proedimedia.com](mailto:advertising@proedimedia.com)

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

**PRODUCTION & CIRCULATION, SALES SUPPORT MANAGER**  
Paola Grilli  
[paola.grilli@proedimedia.com](mailto:paola.grilli@proedimedia.com)

**HOTEL RELATIONS MANAGER**  
Marta Mailhac  
[hotelrelations@proedimedia.com](mailto:hotelrelations@proedimedia.com)

**CUSTOMER SERVICES**  
Cristina Garbini  
[hotelrelations@proedimedia.com](mailto:hotelrelations@proedimedia.com)

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# 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](http://www.porta-nuova.com)

PH © KONSTANTIN TRONIN/SHUTTERSTOCK.COM

# DISCOVER AND ENJOY

The autumn season brings us back to appreciate visits to places of culture, and the city offers various opportunities to get to know or rediscover the great masters who have marked the history of art, as well as contemporary authors. And this month also marks the resumption of trade fair activities, with the first important appointments open to the public.



GALLERIE D'ITALIA, UNTIL 7 NOVEMBER

## ▲ BOLLE AND GASTEL, HARMONY AND PERFECTION

**PHOTOGRAPHY** Set up in the octagonal cloister of the Intesa Sanpaolo museum complex in Piazza Scala, this exhibition presents moments in the career of **Roberto Bolle** through thirty shots taken by his friend **Gianni Gastel**. Here two protagonists of absolute beauty meet, between **art and photography**: the emblematic dancer and the great Italian photographer who recently passed away.

**PASSO A DUE: Roberto Bolle-Giovanni Gastel**

Gallerie d'Italia-Piazza Scala, Piazza della Scala, 6.

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

PHOTOS © GIOVANNI GASTEL



PALAZZO REALE, UNTIL 30 JANUARY 2022

## ▲ THE WORLD OF MONET

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

**MONET.** Palazzo Reale. Piazza Duomo, 12

[www.palazzorealemilano.it](http://www.palazzorealemilano.it) - [www.monetmilano.it](http://www.monetmilano.it)



MUDEC, UNTIL 13 FEBRUARY 2022

## ▲ DISNEY BETWEEN MYTHS AND LEGENDS, FAIRY TALES AND HEROES

**COMICS** This exhibition offers a journey through **Walt Disney's masterpieces** and the stories we all know: from the great classics such as "Snow White and the Seven Dwarfs", "Pinocchio" and "Fantasia" to the more recent ones including "Hercules", "The Little Mermaid" and "Frozen 2". The great creative effort of Disney's artists has brought these stories to the cinema using different artistic tools, from **hand-drawing** to **digital animation**, which has made it possible to revitalise the oldest fairy tales. The exhibition tells the **"behind the scenes"** story of these masterpieces, taking the visitor into the heart of artistic processes that last for years.

Not to be missed is the **experimental** part of the exhibition that allows the **visitor** to become a **storyteller himself**, constructing his own tale that will be compiled into a **small booklet to take home**.

**DISNEY. The Art of Telling Timeless Stories**

MUDEC | Museo delle Culture. Via Tortona, 56.

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

## WELCOME | WHAT TO DO

### CASTELLO SFORZESCO, UNTIL 24 OCTOBER ▼ SCULPTURE SHOWS THE SOUL

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

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



MUSEO DEL NOVECENTO,  
UNTIL 27 MARCH 2022

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

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

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

PIRELLI HANGARBICOCCA,  
UNTIL 20 FEBRUARY 2022

### CATTELAN, THE GREAT RETURN TO MILAN

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

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



TEATRO NUOVO,  
UNTIL 31 OCTOBER

### ► THE WORLD OF BANKSY

**CONTEMPORARY ART**

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

**THE WORLD OF BANKSY.**

**The Immersive Experience**

*Teatro Nuovo di Milano. Piazza San Babila, 3.* [www.teatronuovo.it](http://www.teatronuovo.it)



FONDAZIONE PRADA,  
PERMANENT EXHIBITION

### ▲ ATLAS, AN EVOLVING PROJECT

Inside 5 exhibition levels of **Torre**, project **"Atlas"** hosts works from the Prada Collection displayed in a sequence of environments incorporating solos and confrontations, created through **assonances or contrasts**, between artists such as Carla Accardi and Jeff Koons, Walter De Maria, Michael Heizer and Pino Pascali, William N. Copley and Damien Hirst, John Baldessari and Carsten Höller.

In this photo: *Tulips* (1995-2004) by Jeff Koons, a bouquet of large coloured stainless steel flowers, part of the "Celebration" series.

**Atlas. Fondazione Prada. Largo Isarco, 2.**  
[www.fondazioneprada.org](http://www.fondazioneprada.org)

FONDAZIONE ARNALDO POMODORO,  
UNTIL 30 OCTOBER  
EXPLORING A MAGICAL SITE

**EXPERIENCE** An extremely evocative visit to **Arnaldo Pomodoro's environmental installation**, where art and introspection intertwine: a synthesis of the **great Italian sculptor's work**, created over 16 years and located in the underground spaces of the former Riva Calzoni, now a **Fendi showroom**. The dates available in October are: 20, 21, 22, 23, 26, 27, 28, 29, 30 by appointment only.

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



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

EX FORNACE GOLA,  
UNTIL 4 OCTOBER  
**FACES AND VOICES  
FROM EUROPE**

**PHOTOGRAPHY** 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 Maxi!**

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

Ex Fornace Gola. Alzaia Naviglio Pavese, 16.  
**Inauguration: 23 September, 6pm**  
[www.whatseurope.eu](http://www.whatseurope.eu)



PH © GABRIEL EISENBAN



PH © JAIME CULIBRAS

PALAZZO FRANCESCO TURATI, UNTIL 31 DECEMBER

▲ **DEDICATED TO NATURE**

**PHOTOGRAPHY** The world's most prestigious **exhibition of nature photography** is back in Milan, and this year it is changing venue: housed in the former Forma space in Via Meravigli, the eagerly awaited exhibition features the **100 prize-winning images** from the 56th edition of the photography competition organised by **London's Natural History Museum**. The Wildlife Photographer of the Year 2021 attracted **45,000 entries** from **95 countries**, taken by professional and amateur photographers.

**56th Wildlife Photographer of the Year**

Palazzo Francesco Turati. Via Meravigli, 7.  
[www.radicediunopercento.it](http://www.radicediunopercento.it)

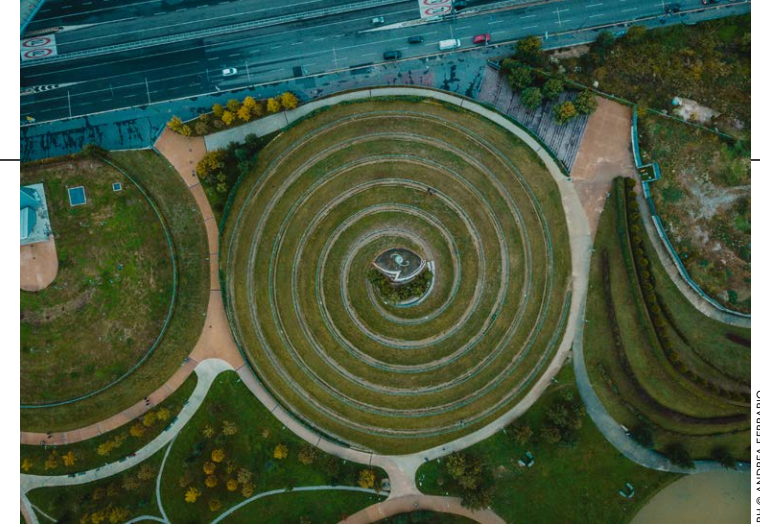
SEVERAL LOCATIONS,  
UNTIL 31 OCTOBER

► **THE MILANESE  
IMAGE FESTIVAL**

**PHOTOGRAPHY** This year, both a **physical and online appointment** allows gallery owners, photographers and operators in the world of photography to meet with enthusiasts inside the exhibition spaces, while at the same time offering a new way of enjoying the exhibitions with the launch of new digital tools. **150 photographic exhibitions** will be featured in this 2021 review entitled **"Nature and the City. Signs of a New Time"**, which proposes an important reflection on the themes of **sustainability and urban regeneration**.

**Photofestival 16th edition**

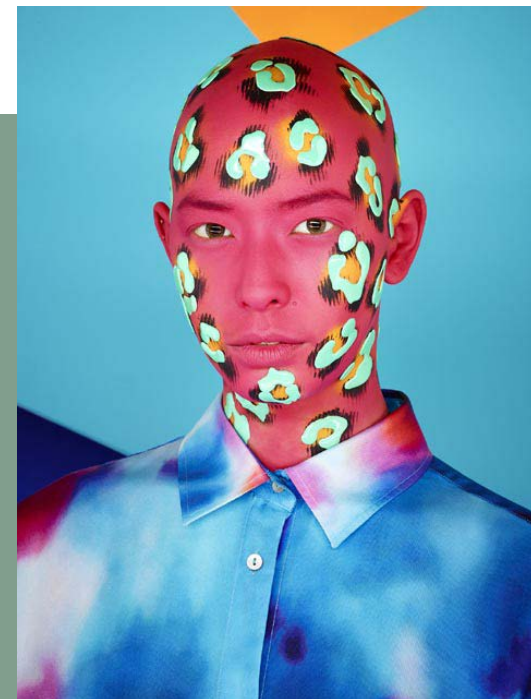
*Nature and the City.  
Signs of a New Time  
Several locations (150 exhibitions) +  
Virtual Photofestival  
[www.milanphotofestival.it](http://www.milanphotofestival.it)*



PH © ANDREA FERRARIO



PH © JOHN QUINTERO



**RANKIN**, *Blue Leopard – Pink*, Saved By The Bell series, 2018, Courtesy of 29 ARTS IN PROGRESS gallery

SUPERSTUDIO MAXI,  
7-10 OCTOBER  
**IT'S TIME FOR A CLICK**

**PHOTOGRAPHY** The tenth edition of the international fair dedicated to photography, directed by Fabio Castelli and Lorenza Castelli, enters the brand **new spaces of Superstudio Maxi**, south of Milan. A "contamination" event that will highlight the various languages of art, dedicating a section to the **relationship between photography, design and art objects**. A section will also be devoted to **vintage and rare prints** and one to the relationship between photography and sculptures, installations, paintings or videos by emerging international artists.

**MIA Milan Image Art fair**

*10th edition  
Superstudio Maxi. Via Moncucco, 35  
(Famagosta district). [www.miafair.it](http://www.miafair.it)*



ENTERPRISE HOTEL, UNTIL 31 DECEMBER

▼ A POP SHOW ON BERLUSCONI ENTREPRENEUR

**DOCUMENTARY (in Italian)** A period of impetuous growth in Italian history - from 1956 to 1993 - experienced through the biography of the Milanese entrepreneur Silvio Berlusconi, from his beginnings to the threshold of his political career. In the immersive room of the Enterprise Hotel, images, voices and music bring to life his initial adventure in the world of construction, passing from television to large-scale distribution and on to his triumphs in football. A multimedia exhibition projected at 360 degrees to relive the successes and contradictions of a "businessman" who has left his mark on Italian society.

PIANO B. Il Cavaliere del Lavoro  
Enterprise Hotel. Corso Sempione, 91.  
www.cinemabianchini.it/piano-b



FUTURDOME, UNTIL 27 NOVEMBER

▲ PHOTOGRAPHIC SCULPTURES NARRATING THE PLANET

**SCULPTURE** The new "housing museum" project in Milan dedicated to contemporary art is currently hosting a solo exhibition by Dutch artist Anouk Kruithof: 12 photographic sculptures specially created for the exhibition spaces in the building just a few steps from Corso Buenos Aires address current concerns about the impact of globalisation, technological consumerism and pollution on the planet.

ANOUK KRUIHOF. Perpetual Endless Flow  
FuturDome. Via Paisiello, 6 (Porta Venezia district).  
www.futurdome.org

PIRELLI HANGARBICOCCA, UNTIL 9 JANUARY 2022

▼ PARADOXES OF CONTEMPORARY ERA

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

The association of the two words - "digital" and "mourning" - comes about in the encounter between an artificial world and the absence of life, in a dimension in which life itself is simulated by means of models specially created to understand its true essence.

NEÏL BELOUFA. Digital Mourning  
Pirelli HangarBicocca. [pirellihangarbicocca.org](http://pirellihangarbicocca.org)



▲ EXPLORE THE FANTASTIC WORLD OF ILLUSIONS

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

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

BUILDING GALLERY, UNTIL 23 DECEMBER

► IKEMURA'S ARTISTIC RESEARCH

**CONTEMPORARY ART** The expressive universe of naturalised Japanese-Swiss artist Leiko Ikemura ranges from drawing to watercolour, from painting to photography and sculpture, in ceramics, terracotta, bronze and, more recently, in glass in collaboration with important Murano craftsmen. A selection of 50 works created from the 1980s to the present day tells of the intimate relationship between the female figure and the cosmos. The result is an abstract representation of the contemporary existential condition.

LEIKO IKEMURA. Before Thunder, After Dark  
Building Gallery. Via Monte di Pietà, 23  
(Montenapoleone district). [www.building-gallery.com](http://www.building-gallery.com)



Glass sculpture, created especially for the exhibition, resulting from the collaboration between Building and the artistic glassworks Berengo Studio in Venice.



PHOTOS © ROBERTO MARCOSSI

PINACOTECA DI BRERA

One of the most famous painting collections in Italy, the Pinacoteca di Brera is specialised in Venetian and Lombard painting. Its exhibitions range from prehistoric to contemporary art, with masterpieces by 20th-century artists. A new feature marks this reopening: the BreraCARD, no longer a simple ticket, but a nominal card that entitles you to visit the rooms of the physical museum for 3 months and the BreraPlus+ virtual museum for a year!

Via Brera, 28. [pinacotecabrera.org](http://pinacotecabrera.org)  
Compulsory bookings:  
[www.brerabooking.org](http://www.brerabooking.org)



PH © CESARE MAOCCHI

FIERA MILANO RHO, 1-3 OCTOBER

▼ **AUTOCLASSICA, MARKET FAIR**

**FAIR** A meeting point for all fans of cars, Autoclassica is the great annual exhibition of **Classic and Sports cars** for all tastes: from the icons of the past to the sought-after Youngtimers. In an exclusive context, motor enthusiasts will be able to admire live vintage cars – some of them rarely exhibited – contemporary cars and market previews. And then there are also **spare parts** and **vintage accessories**, original spare parts, car models, manuals, publications and specialist literature.

**Milano Autoclassica**

Fiera Milano Rho. [www.milanoautoclassica.com](http://www.milanoautoclassica.com) - [www.fieramilano.it](http://www.fieramilano.it)



MICO CENTRE, 10-12 OCTOBER

▼ **MILAN, GATEWAY TO THE CENTRE OF EUROPE**

**FAIR** The aviation industry's most important international event, which brings together **airports, airlines and the world's leading tourism authorities** every year, is meeting this year in Milan, with the aim of developing **new global air connections**. More than 3000 delegates, 130 tourism authorities, 200 airlines, 700 airports from 110 countries and over 200 exhibitors are expected to attend the event.

**World Routes 2021**

MiCo-Milano Convention Centre. [www.milanoairports.com](http://www.milanoairports.com)



MICO CENTRE, 6-8 NOVEMBER

**WHERE TASTE IS CELEBRATED**

**FOOD** The 16th edition of "Golosaria", the Milanese event dedicated to the Italian agri-food sector is just around the corner: at the MiCo Centre, food&wine lovers will once again be able to **meet producers and shops**, city and country shops, and local businesses celebrating taste. Alongside the physical event, there will also be important **online spaces** for dialogue and business opportunities for companies.

**MiCo Milano Convention Centre**

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

Fiera Milano Rho

[www.milanoautoclassica.com](http://www.milanoautoclassica.com) -

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



FIERA MILANO RHO, 22-26 OCTOBER

**TOGETHER FOR THE BEST IN HOSPITALITY**

**FAIR** This year, food and professional hospitality will offer **a unique platform** at the Milan Fairgrounds at the end of October: **TuttoFood Milano**, the reference point for the agro-food ecosystem, and **HostMilano**, the world fair dedicated to catering and solutions for hospitality, will be a unique appointment for operators in the sector.

**TuttoFood + HostMilano**

Fiera Milano Rho

[www.tuttofood.it](http://www.tuttofood.it) - [host.fieramilano.it](http://host.fieramilano.it)



FIERA MILANO RHO, 25-28 NOVEMBER

**EICMA, BIKES AND MOTORBIKES ON SHOW**

**FAIR** The most important international fair dedicated to the **world of the two wheels**, makes its highly-awaited comeback in November. This year's edition, the 78th from its inception, reconfirms EICMA as a reference point for professionals and motorbike aficionados to learn all innovations in biking for 2022, with previews, **world premieres**, **test-driving options**, music, entertainment and activities even for the youngest guests. Spread over different pavilions, the fair involves the participation of the **leading brands** in the sector, plus **startups and engineering companies**. Particular attention is given to the **world of electric and sustainable mobility** to provide green and low-environmental impact on daily life use. For this reason, dedicated pavilions and stands display prototypes, new zero-emission motorbikes, mopeds, push scooters and e-bikes.

**EICMA 2021. International Two-Wheel Exhibition**

Fiera Milano Rho. [www.eicma.it](http://www.eicma.it)



SEVERAL DISTRICTS, 2-10 OCTOBER

► **YOUR WINE TASTING EXPERIENCE**

**EVENT** At its **fourth edition**, Milano Wine Week offers a rich schedule of events to the **world of wine**, widens the range of formative events and contents for the wine operators, and provides the whole production chain with a **digital platform**, in order to expand the B2B and B2C activities and connect international professionals and buyers live. During the **events and forums**, MWW offers the chance to host experts from all around the world, to **share international best practices** and know-how in real time. While offering a rich **program of activities** for wine professionals worldwide, Milano Wine Week 2021 also caters to the public with **opportunities to taste**, purchase and learn more about wine.

Visit the [www.milanowineweek.com](http://www.milanowineweek.com) website to find out more about the various activities that will animate the city.

>> **THE MWW 2021 WINESHOP**

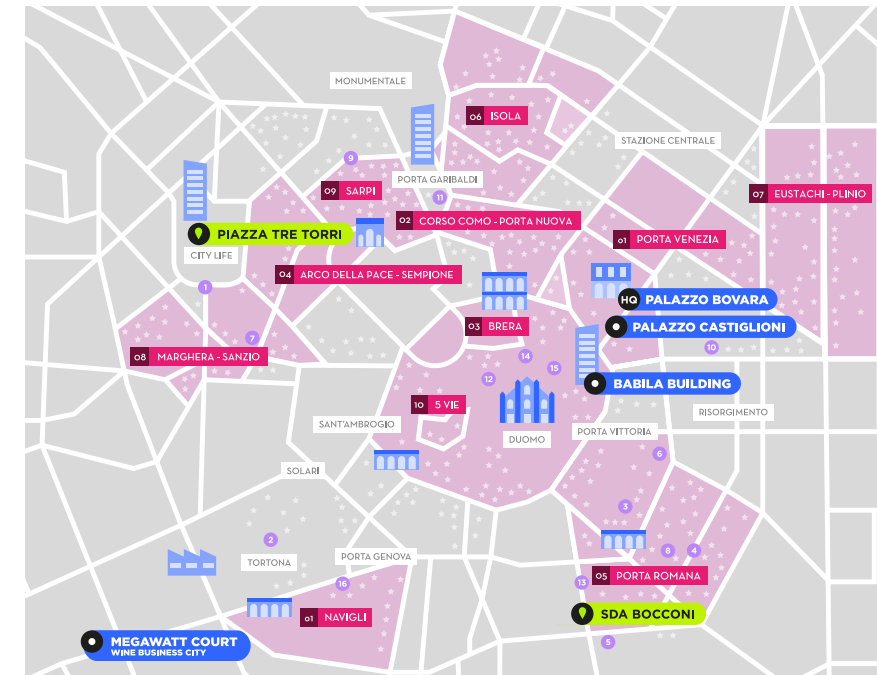
Set up inside the central **Babila Building** (Piazza San Babila), for the entire duration of the event, the wine shop offers **tastings of a selection of the best wines** from the Partners of Milano Wine Week, for **visitors and operators**.

>> **EVERYTHING WITHIN REACH OF AN APP**

A **new App** allows visitors to create a **made-to-measure itinerary** among the places and events of MWW, in dialogue with the excellence of the city. An active tool for **discovering, planning and booking** events and tastings in a conscious and orderly manner.

**MILANO WINE WEEK 2021. 4th edition**

[milanowineweek.com](http://milanowineweek.com)



WELCOME | WHAT TO DO

# 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](http://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](http://www.villaerba.it)). Continuing North, we find **Isola Comacina** a jewel of art and nature, rich in Mediterranean vegetation and one of the most important archaeological sites of the dark ages in Northern Italy ([www.isolacomacina.it](http://www.isolacomacina.it)). In nearby Tremezzo, don't miss a visit to the Baroque-style **Villa Carlotta**, featuring an Italian garden and sculptures by Canova. At the junction of the

southern arm of the lake lies **Bellagio**, also referred to as the pearl of Como, set in a strategic position to soak up the panorama.

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

**Lake Como** is the romantic and worldly older sister of Maggiore and Garda and takes its name from the city of Como. "Must-visit" sights include the Gothic Duomo, the Romanic basilicas of San Fedele and Sant'Abbondio and the neoclassic **Villa Olmo**. Nestling on the banks of Lake Como in Lenno and currently owned by FAI – a private non-profit trust – **Villa del Balbianello** is a magnificent example of a perfectly preserved 18th century dwelling. Surrounded by a stunning, terraced panoramic garden, with a breathtaking view of the lake, the Villa is one of the area's most romantic retreats. Standing on the tip of a promontory overlooking the waters of the lake, the Villa was chosen by director George

## SANTA CATERINA DEL SASSO A hermitage perched on a rocky overhang

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

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



# Leonardo da Vinci as never seen before

Only for  
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## 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



# 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'

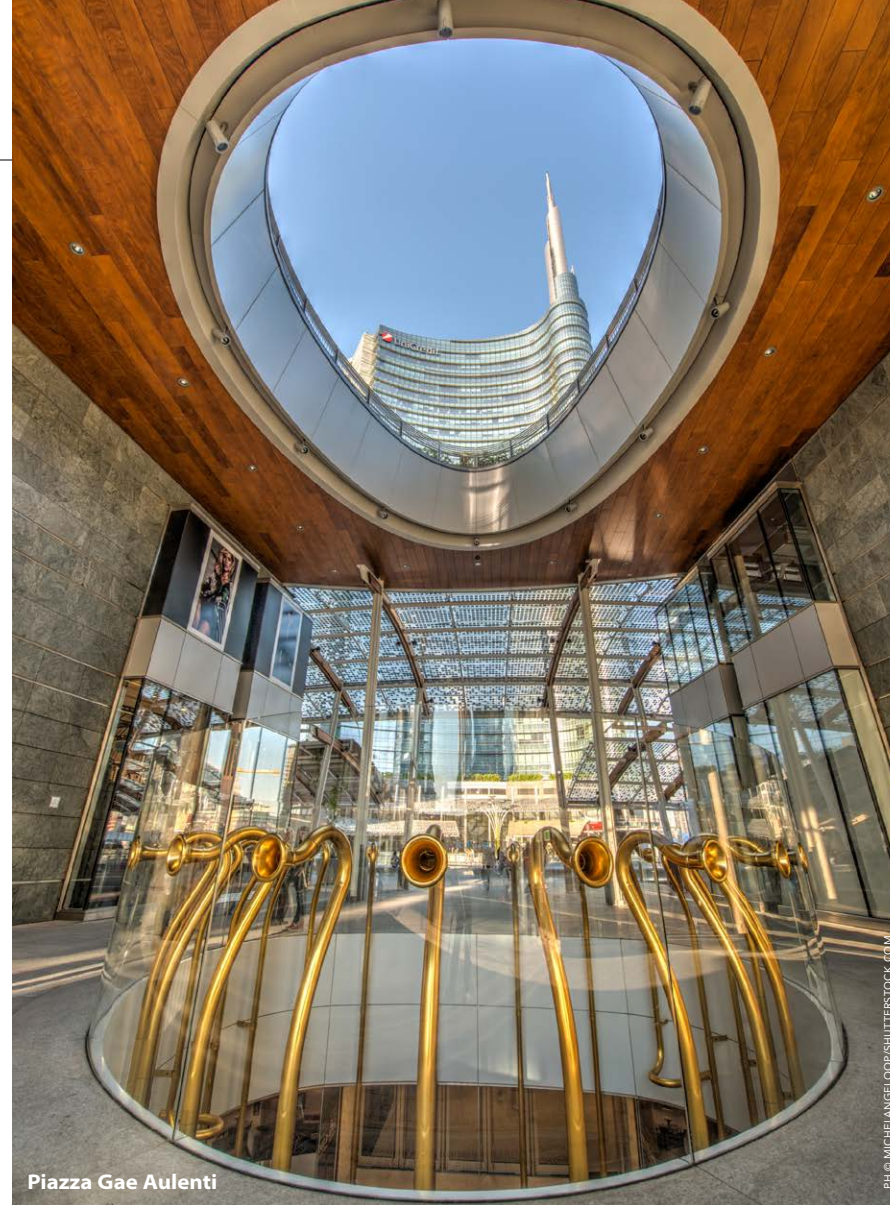
#### PIAZZA CADORNA

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.

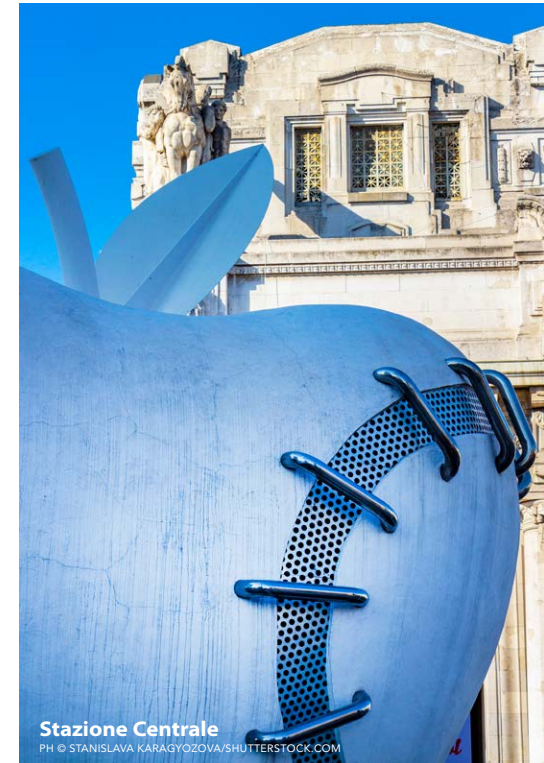
### Parco dell'Arte

#### 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](http://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



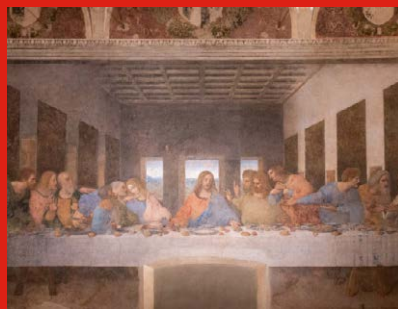
Piazza del Carmine

PH © JOLANTA WOJCIK/SHUTTERSTOCK.COM

[ WELCOME TO ITALIA ]

# Dream experiences

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



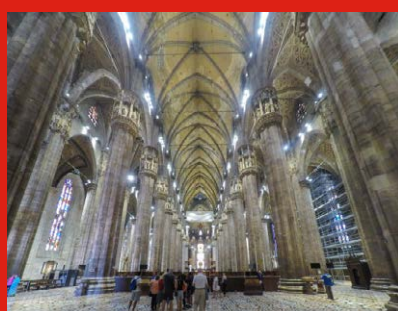
## PRIVATE LAST SUPPER EXPERIENCE

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



# In love with Italy?



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# Shopping



## A jewel in the heart of Brera

Recently opened in the Brera district, the new Villa Milano boutique is a refined environment with an exquisitely feminine touch, where creativity finds its place.

The Villa Milano **maison of fine jewellery** is known for its expert craftsmanship, appreciated since 1876 by a certain Milanese clientele and an international public of celebrities and lovers of refined taste. Recently, as a tribute to creativity, it chose its **new location**, moving to the heart of Brera, in Via San Carpoforo. The architectural and design details of the new boutique are in perfect harmony with that certain **discreet elegance typical of Milan** and with the functionalist style that makes it a true calling card in the city.

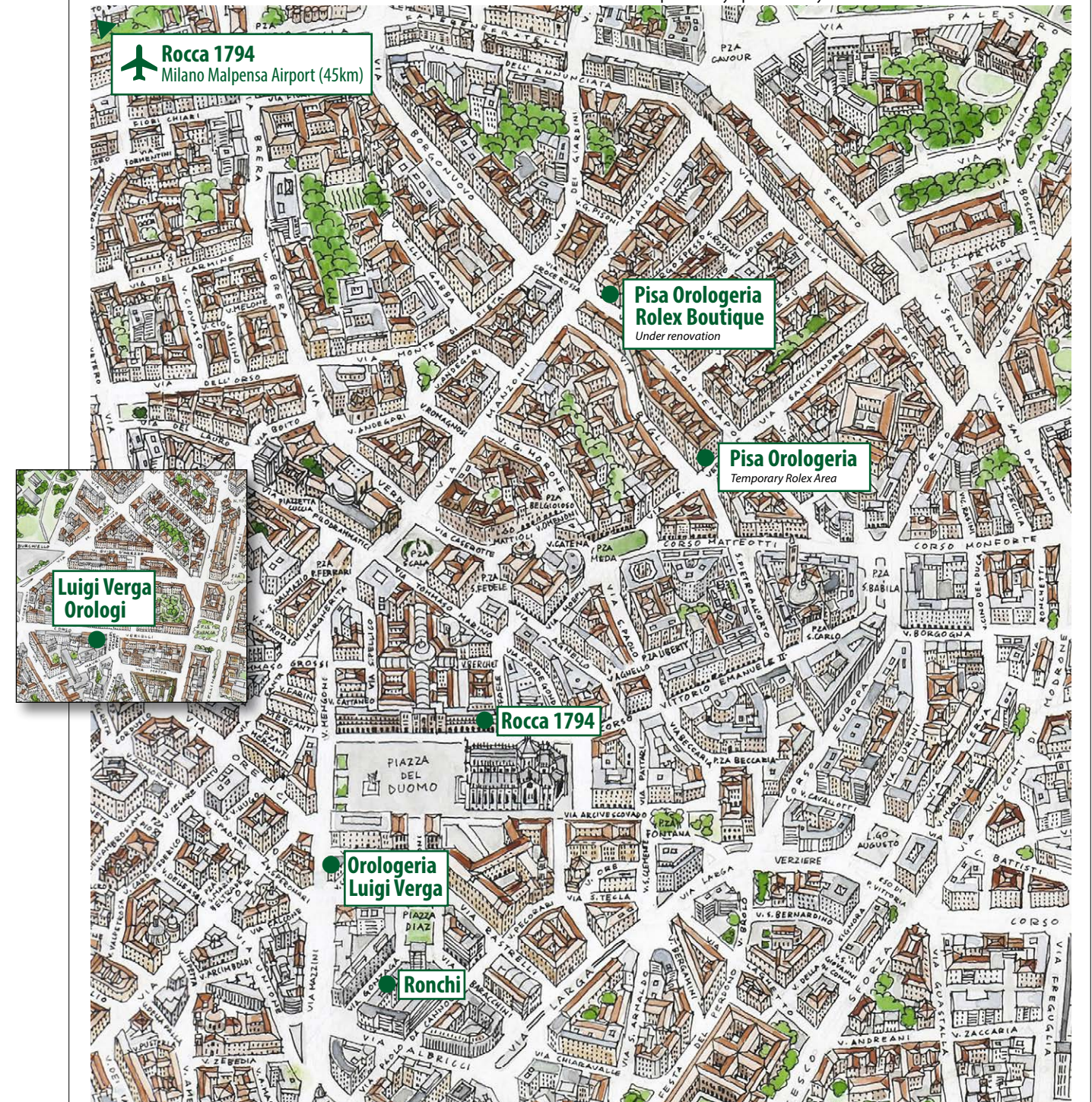
The new location also marks the beginning of a path of **stylistic renewal and experimentation**, while remaining in line with the history of the maison. The creative direction is entrusted to Alice and Francesca Villa, the fifth generation of the maison, who together are the protagonists of major changes. First and foremost, the absolute **novelty of opening to the public the workshop** where Villa Milano's creations are made, a space in front of the boutique in the courtyard of a railing palace. The boutique has thus become a place to meet customers in an authentic setting, allowing customers to **follow the stages in the creation of their jewellery** step by step. In this open workshop, two goldsmiths and two engravers are at work to create original high jewellery creations and interpret the wishes of the clientele.

>> **Villa Milano.**  
[www.villa.it](http://www.villa.it)  
**Via San Carpoforo, 3.**  
**T: 02 804279. Map F3**



### Luxury shopping

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



### 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

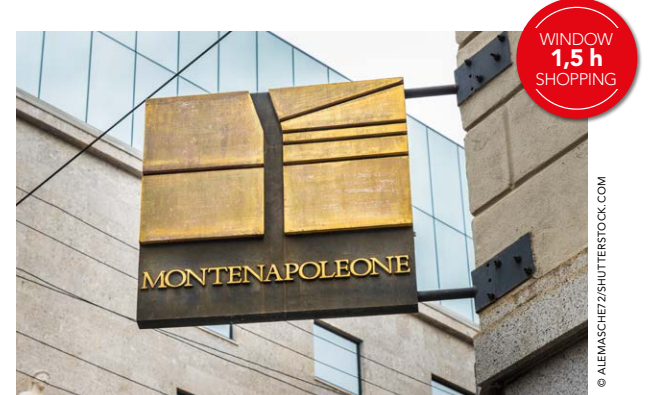
► **Rocca 1794**  
 Piazza Duomo, 25. T: 02 8057447  
 Milano Malpensa Airport-Terminal 1  
 T: 02 74867578

► **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

© ALEMASCHETZ/SHUTTERSTOCK.COM

## 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](http://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.

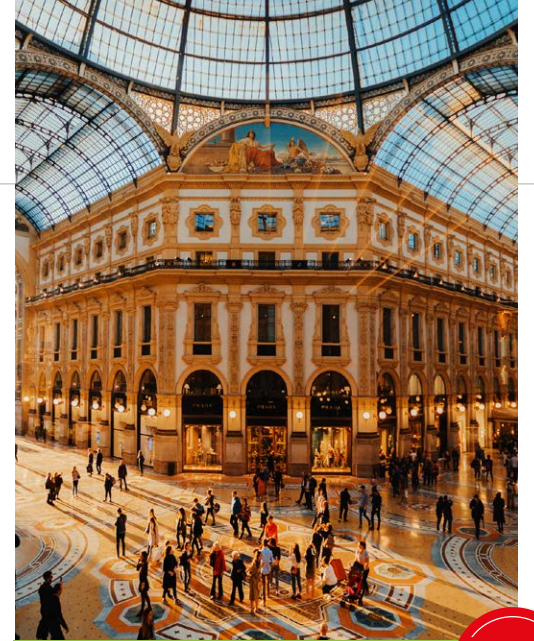


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## DUOMO, THE HEART OF THE CITY

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 glassbased 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 to 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](http://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 cobble 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 cobble 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](http://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](http://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](http://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](http://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/](http://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](http://www.fidenzavillage.com)

## FOXTOWN FACTORY STORES

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

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

## 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](http://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](http://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](http://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](http://scalomilano.it)



### SCALO MILANO OUTLET & MORE

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

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

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



# Five reasons why



# 1.

## MILANESE STYLE ICONS

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

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 taste shops at Mercato Centrale

In the heart of the Central Station, a unique place to shop and eat has arrived... but also a new meeting place for the Milanese and tourists.

Located on the **west side of the Central Station** overlooking Piazza IV Novembre and Via Sarmartini, the brand new Mercato Centrale Milano opened its doors just a few weeks ago. Following the model already opened in 2014 in Florence on the first floor of the historic San Lorenzo market, in 2016 in Rome at Termini Station and in 2019 in Turin at Porta Palazzo, the Milanese structure confirms the Mercato Centrale's winning formula of **craftsmanship, territory, meeting and cultural vocation**. Open from 7am to midnight, this space offers the possibility of sitting down

to eat or wandering around the shops doing your shopping – or deciding to have the Market delivered to your home by ordering specialties at home – meeting with friends or taking part in workshops, but also listening to good music. A **contemporary space** where the atmospheres change from daytime to aperitif time and into the evening.

There are **29 teams of artisans**, spread over two floors, in a space of over 4,500 square metres (plus about 200 square metres of outdoor seating). Highlights include a sector entirely dedicated to **fish**, in the city that boasts the most important fish market in Europe; the shops where **quality meat** is a must, from Chianina to lampredotto, from hamburgers to beef ribs. The range of **desserts** is also irresistible, from gelato to Neapolitan pastries, from chocolate to panettone. Finally, there are also some incursions into **ethnic cuisine** with Chinese ravioli and empanadas... in short, a very varied food and beverage offer, where **everyone can plan their own taste itinerary**.

>> **Mercato Centrale Milano**  
[www.mercatocentrale.it](http://www.mercatocentrale.it)  
**Via G.B. Sarmartini, 9. T: 02 37928400.**  
**Map G1**



PHOTOS © FEDERICA DI GIOVANNI

[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 wine 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.



#### Volemose Bene Moscova

Via della Moscova, 25  
T: 02 36559618  
volemosebenemilano.it  
Map F3



ONLY FOR READERS  
COMPLIMENTARY  
COFFEE AND BITTER  
SCAN IT TO  
GET YOUR BENEFIT

Advertorial

### Roman cuisine with dehors

Together with the "Volemose 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 pincers, fried food, cold cuts, craft beers and wines from Lazio.



#### Volemose Bene Vespucci

Via A. Vespucci, 5  
T: 02 89690870  
volemosebenemilano.it  
Map F2



ONLY FOR READERS  
COMPLIMENTARY  
COFFEE AND BITTER  
SCAN IT TO  
GET YOUR BENEFIT

Advertorial

## Milanese tasting

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

### RISOTTO ALLO ZAFFERANO

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

### COTOLETTA ALLA MILANESE

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



Ristorante Da Giannino

PH © CARMINE ARRICHIELLO

### TRIPE (OR BUSECCA)

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

### CASSOEULA

According to the history books, composer and conductor Arturo Toscanini was mad about this dish made from **pork** (sausages, pork rinds and spare ribs) and **cabbage**. For a taste of old-world Milan, suggest you try it at "Antica Trattoria della Pesa" in Via Pasubio ([www.anticatrattoriadellapesa.com](http://www.anticatrattoriadellapesa.com)).

### MONDEGHILI

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

### PANETTONE

Boasting 500 years of tradition, panettone is a type of large, **sweet bread**, leavened very slowly and enriched with **raisins and candied fruit**. Amidst history and legend, the theories as to the origins of panettone vary widely. One of

### Mondeghili



PH © ALTISSIMOAGETO



Cassoeula

PH © STEFANO TRIUZZI



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.



## Hot air balloon in the skies of Lombardy

Fly over nature in the Ticino valley, blown by the wind: discover an excursion that takes you free-flying in the skies around Milan, to get to know an area rich in beauty and history.

Taking a trip in a hot air balloon is one of the experiences you should have at least once in your life, for the thrill of seeing the view from above, feeling as light as air and experiencing an exclusive, tailor-made excursion. A **hot air balloon ride in Lombardy** offers all this, with an ecological vehicle par excellence (which has no engine and is carried along by the wind), where each **free flight** becomes unique, as the landing site is always different.

**Aeronord Aerostati**, a leading company in Italy for aerostatic services, has developed in collaboration with the **Fondazione Patrimonio Ca' Granda** a new hot air balloon flight itinerary just a short distance from the centre of Milan, to discover the nature of the **Ticino Park** and the Ca' Granda Oasis from an exceptional perspective! An area waiting to be discovered, immersed in nature rich in beauty and history with meadows and woods, canals and farmsteads, churches and abbeys. This is the **proposal**: a flight (maximum capacity 4 people) lasting about two and a half hours, leaving early in the morning to seek out the cooler hours that help the flight. The experience includes the initial briefing, the inflation of the hot air balloon, the actual flight, the landing and a breakfast in a farmhouse with typical local products. It is also possible to combine this with a **transfer service** from the hotel to the place of departure.

>> For info: [www.aeronord.aerostati.it/mongolfiere.html](http://www.aeronord.aerostati.it/mongolfiere.html) - [bit.ly/mongolfieraticino](http://bit.ly/mongolfieraticino)  
[info@aeronord.it](mailto:info@aeronord.it) - [www.oasicagrande.it](http://www.oasicagrande.it)  
**T: 02 26227112.**



## 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



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.



# 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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://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](http://www.museodelnovecento.org). **Map F5**

### Museo di Storia Naturale

Home to valuable mineral, botanical and zoological collections. [www.comune.milano.it](http://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](http://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](http://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](http://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](http://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](http://pinacotecabrera.org). **Map F3**

### Prada Foundation

A space dedicated to innovative projects by contemporary artists, established by arts patron Miuccia Prada. [www.fondazioneprada.org](http://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](http://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](http://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](http://www.proeditore.it/welcome-guide)





## GETTING AROUND MILAN

### ATM - Azienda Trasporti Milanesi - Local Public Transport Company

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

### Lost and Found on ATM Vehicles:

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

**Ordinary ticket (2€)** Valid for 90 minutes.

Can be used on buses, trams or the metro

**Day ticket (7€)** Valid 24h.

Unlimited travel on buses, trams and the metro.

**Three-day ticket (12€)** Valid for 3 consecutive days from the day of the first validation until the end of the service on the third day.

Unlimited travel on buses, trams and the metro.

Check rates for the extra-urban subway.

<https://nuovosistematariffario.atm.it/en/>

**Where to buy your ticket:** from all authorized ticket

sellers, ATM POINTS (Duomo M1-M3, Centrale M2-M3,

Cadorna M1-M2, Garibaldi M2-M5, Loreto M1-M2,

Romolo M2), and automatic ticket vendors.

### BIKE SHARING - Public bicycle transport system

to be used for short trips. Available everyday,

from 6am to midnight. [www.bikemi.com](http://www.bikemi.com)

### KICK-SCOOTER - The most enjoyable ride

in the city is provided by Wind Mobility,

Bit Mobility, Helbiz Italia, Bird, EM Transit,

Ride Hive Operations, LMTS Italy, Govolt

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](http://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](http://www.yesmilano.it)

[infotourist@comune.milano.it](mailto:infotourist@comune.milano.it)

You can also find tourist information in the

brand new office:

### YESMILANO TOURISM SPACE-CAMERA

DI COMMERCIO & COMUNE DI MILANO

Palazzo Giureconsulti - Via dei Mercanti 8

A highly-digital environment created to

"immerse" visitors into a multi-sensory and

technological experience. Open Mon-Fri 9am-

6.30pm; Sat-Sun and holidays 1.30pm-5.30pm

T: 02 85155931 - [www.yesmilano.it](http://www.yesmilano.it)

[infotourismspace@mi.camcom.it](mailto:infotourismspace@mi.camcom.it)

## 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](http://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](http://www.cuccagna.org).

**Via Cuccagna, corner of via Muratori.**

#### 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](http://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](http://www.trenitalia.com)

Milan offers fast-track access to major cities across

Italy thanks to its high-speed trains.

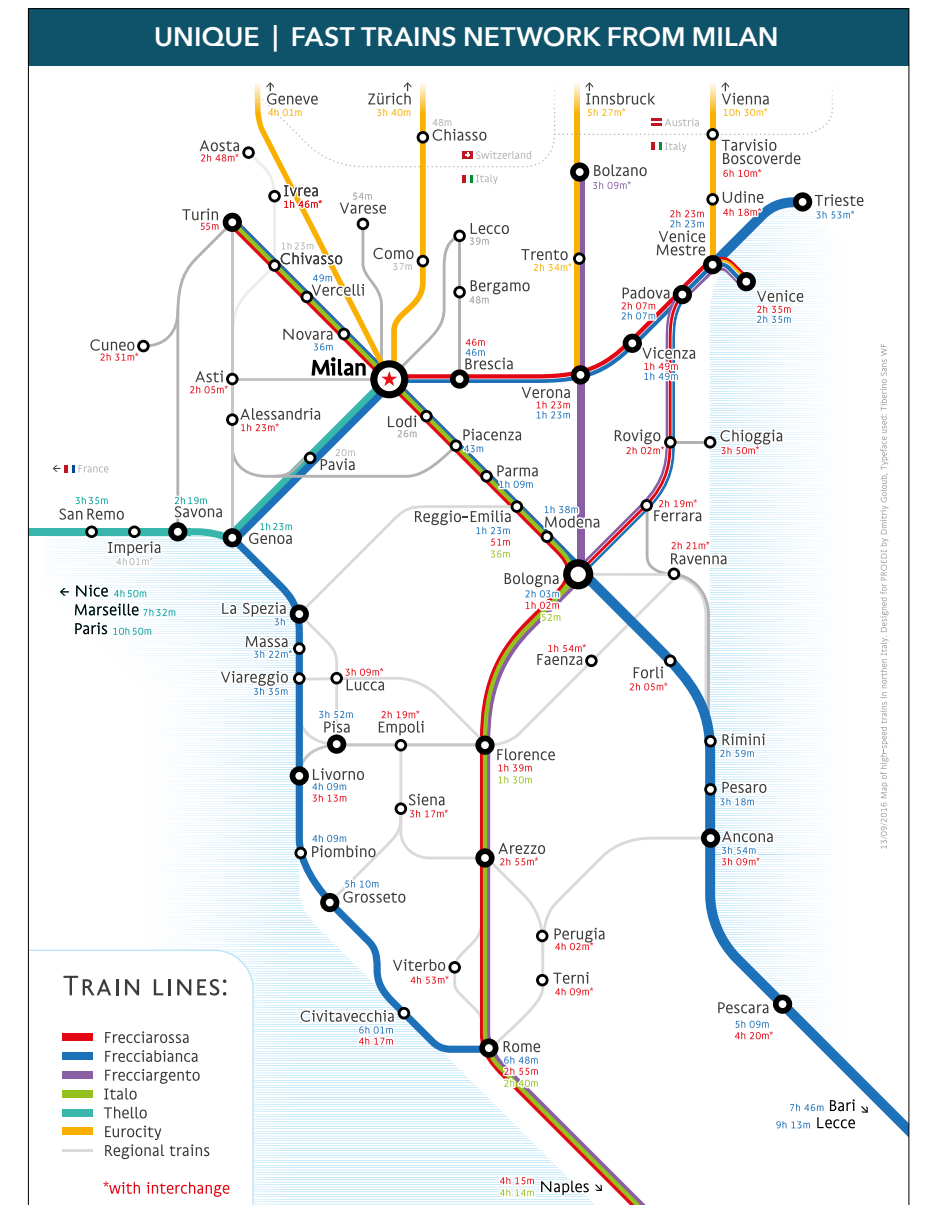
• Turin: 55 min • Bologna: 1 hour • Florence: 1 hour 40

min • Venice: 2 hours 35 min • Rome: 2 hours 55 min •

Naples: 4 hours 15 min

For more info about the **Italy-Switzerland railway**

**connections:** [www.trenitalia.com](http://www.trenitalia.com) or [www.ffs.ch](http://www.ffs.ch).



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

T: 892020. [www.italotreno.it](http://www.italotreno.it)

### TRENORD - Malpensa Express - Regional & Suburban

Railway. Info T: 02 72494949. Mon-Sun 7am-9pm.

[www.trenord.it](http://www.trenord.it). The **MALPENSA EXPRESS**

([www.malpensaexpress.it](http://www.malpensaexpress.it)) links the centre of Milan

with the intercontinental hub at Malpensa Airport

(Terminal 1 & Terminal 2) with 146 trains a day,

between 4.27am and 00.20am. 68 trips to and from

**Milano Centrale** (also stopping at **Milano Porta**

**Garibaldi**) and 78 to and from **Milano Cadorna**.

## Airports

### MILANO MALPENSA (MXP) -

(45 km from the centre of Milan - A8 direction

Varese). Flight and bus info T: 02 232323.

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

• **Connection to Milano Malpensa**

Bus > from the Central Station (Stazione Centrale,

corner Piazza IV Novembre). Travel time 50'.

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

Ticket € 10. T: 02 58583185; Terravision

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

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

**Train** > from the Central Station (Stazione

Centrale). Travel time 50' ca. It is possible to reach

Malpensa also from the Garibaldi FS Station.

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

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

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

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

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

Milan). Flight information 24h-24h T: 02 232323

(call center). [www.milanolinateline-airport.com](http://www.milanolinateline-airport.com)

### ORIO AL SERIO (BGY) -

(45 km from the centre of Milan - A4 direction

Bergamo). Flights and bus info 24h-24h.

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

• **Connection to Orio al Serio-Bergamo**

Bus from the Central Station (Stazione Centrale,

corner Piazza Luigi di Savoia). Travel time 60'.

Orioshuttle ([www.orioshuttle.com](http://www.orioshuttle.com)).

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

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

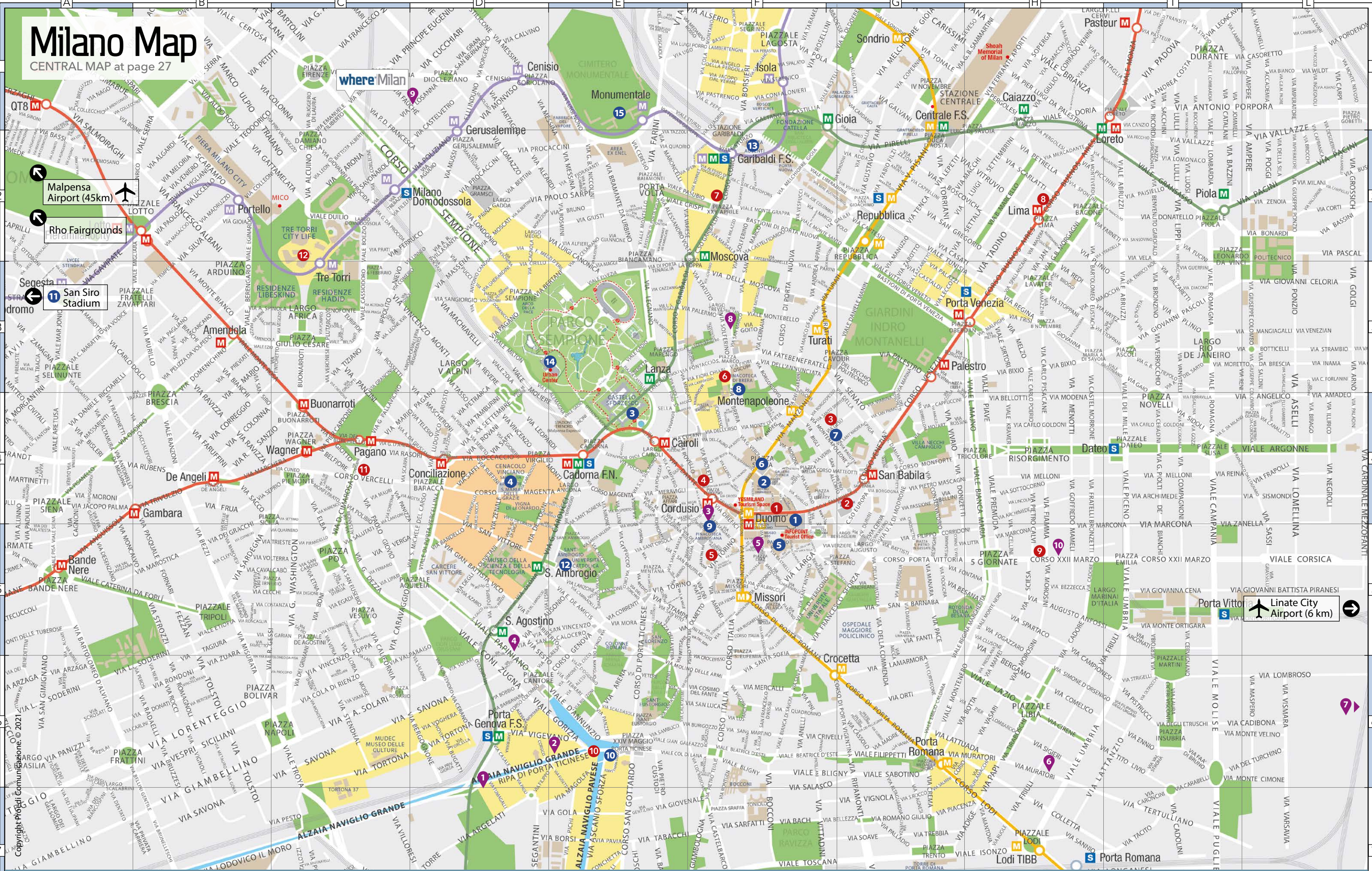
Ticket € 5.



# Milano Map

CENTRAL MAP at page 27

where Milan



**LEGENDA**

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

**TOP IN TOWN** See page 4

**ENTERTAINMENT AREAS** Navigli (G8-G9) | Brera (H5) | Corso Garibaldi & Corso Como (H3) | Porta Venezia (G3-H3) | Arco della Pace-Piazza Sempione (F4-G4) | Isola (H1-H1) | CityLife (C2-C3) | Porta Romana

**LEONARDO DISTRICT**

[ ONLY AT PREMIERE HOTELS IN MILAN ]

# The Welcome Magazine

## 5 STARS DELUXE (L) & 5 STARS

**Armani Hotel (L)** – Via Manzoni, 31 • **F4**  
**Bulgari Hotels & Resorts (L)** – Via Privata Fratelli Gabba, 7/b • **F4**  
**Château Monfort** – Corso Concordia, 1 • **H4**  
**Excelsior Hotel Gallia (L)** – Piazza Duca d'Aosta, 9 • **G2**  
**Fifty House Cellini** – Via B. Cellini, 14 • **H4**  
**Four Seasons Hotel Milano (L)** – Via Gesù, 6/8 • **G4**  
**Galleria Vik Milano (L)** – Via S. Pellico, 8 • **F5**  
**Grand Hotel et de Milan (L)** – Via A. Manzoni, 29 • **F4**  
**Magna Pars L'Hotel à Parfum** – Via Forcella, 6 • **D6**  
**Mandarin Oriental Milan** – Via Andegari, 9 • **F4**  
**ME Milan Il Duca (L)** – Piazza della Repubblica, 13 • **G2**  
**Melià Milano** – Via Masaccio, 19 • **B2**  
**NH Collection Milano President** – Largo Augusto, 10 • **G5**  
**Palazzo Cornalia** – Via E. Cornalia, 7 • **G2**  
**Palazzo Parigi (L)** – Corso di Porta Nuova, 1 • **F2**  
**Park Hyatt (L)** – Via T. Grossi, 1 • **F4**  
**Pierre** – Via De Amicis, 32 • **E5**  
**Principe di Savoia (L)** – Piazza della Repubblica, 17 • **G2**  
**SINA The Gray** – Via San Raffaele, 6 • **F4**  
**Style** – Via delle Erbe • **E3**  
**The Westin Palace (L)** – Piazza della Repubblica, 20 • **G2**  
**Viu Milan** – Via Fioravanti, 6 • **E2**

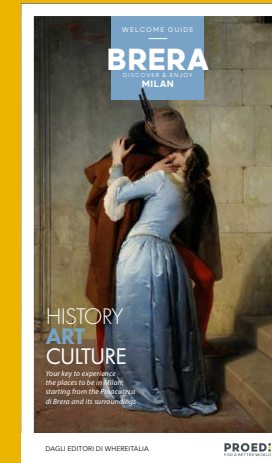
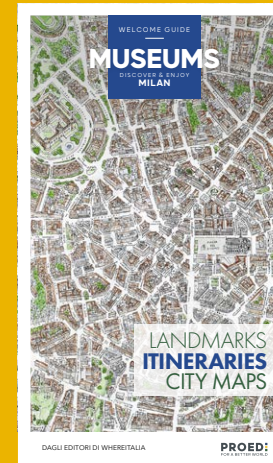
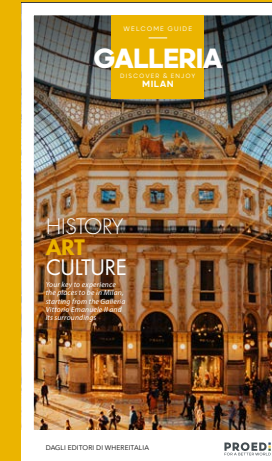
## 4 STARS & LUXURY RESIDENCES

**Acca Palace** – Via G. Nicotera, 9 • **OFF MAP**  
**Accursio** – Viale Certosa, 88 • **OFF MAP**  
**Admiral** – Via Domodossola, 16 • **C2**  
**Aethos Milan** – Piazza XXIV Maggio, 8 • **E6**  
**Andreola Central** – Via D. Scarlatti, 24 • **H2**  
**Antares Rubens** – Via P. P. Rubens, 21 • **A4**  
**Antica Locanda dei Mercanti** – Via San Tomaso, 6 • **F4**  
**Arcimboldi** – Viale Sarca, 336 • **OFF MAP**  
**AS Cambiagio** – Viale delle Industrie - Cambiagio (MI) • **OFF MAP**  
**AS Hotel dei Giori** – Via Manzoni, 99 - Cesano Maderno (MB) • **OFF MAP**  
**AS Limbiate Fiera** – Corso Como, 52 - Limbiate (MB) • **OFF MAP**  
**AS Monza** – Viale Lombardia, 76/78 – Monza (MB) • **OFF MAP**  
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**Camperio House Suite & Apartments** – Via M. Camperio, 9 • **E4**  
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**Glam Hotel** – Piazza Duca d'Aosta, 4/6 • **G2**  
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