

THE **WELCOME** MAGAZINE

SMART EDITION

# MILAN

NOVEMBER 2021

**WHERE MILAN** #133



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Comune di  
Milano

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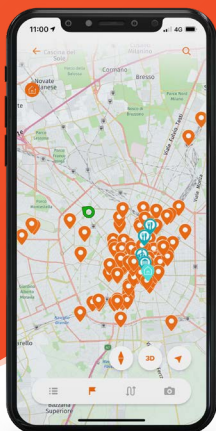
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[www.whereitalia.com/milan](http://www.whereitalia.com/milan)

# Milan | November 2021



**COVER IMAGE**  
Serravalle Designer Outlet


## STAY IN TOUCH

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## Dear friends,

like everything else, the pandemic has also changed the tools for tourist information. In recent months, Proedi-Whereltalia has inaugurated in Milan (and also in Venice, Florence and Turin) the **new Welcome Smart Network** circuit. This is the **digital and sustainable evolution** of the traditional paper edition of **Whereltalia monthly magazines**, now in their 12th year. Magazines and maps of the city that continue to be distributed in the main hotels, all in line with the restrictions made necessary by the adoption of fundamental precautions against the virus.

Many **new products** are now appearing on the market and will see further developments in the coming months. Starting with this **Welcome Smart Magazine** - which can be accessed via a simple **QR Code** that we have equipped all the hotels in our network with - to the **Welcome Audio Map**, and the **Welcome Smart Guides**.

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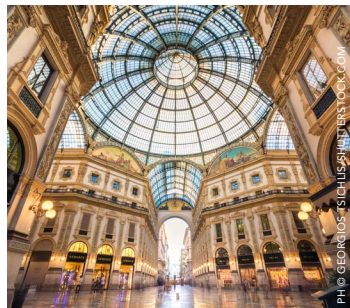
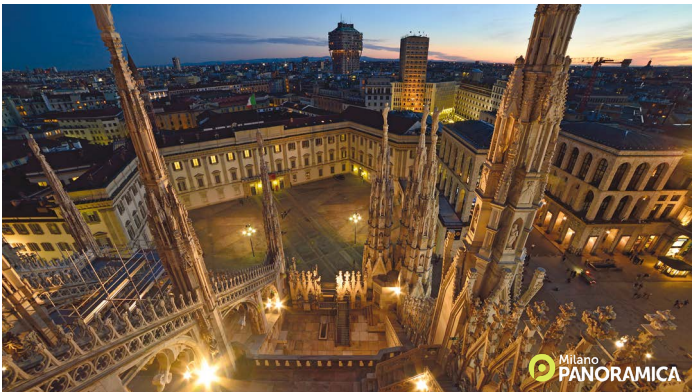
Important research and development work was carried out in the months of the lockdown, finding solutions adapted to the **new needs of incoming tourism**. Everything is evolving in the direction of **greater environmental sustainability**, but what remains the same is the completeness of the information, the **graphic quality** and, of course, the **punctuality**.

With sympathy,


**Andrea Jarach**

*Publisher*


Welcome Smart Network




## UNMISSABLE Monuments & Sites

 — **8 HIGHLIGHTS**  
Monthly reports, between confirmations and new openings.


 — **10 TOP IN TOWN**  
Discover the city, starting from its main attractions and several not to be missed districts.

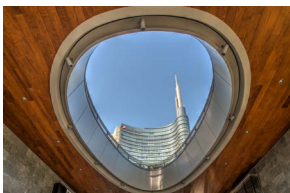
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The most important events in Italy from this month to the end of the year.

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



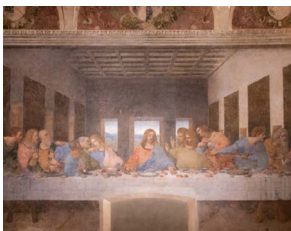
 — **58 LAKESIDE DESTINATIONS**

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



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



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The new showroom in Corso Garibaldi offers new items in an eco-chic key.




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



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



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"Autentico" offers the opportunity to live an exclusive experience of Italian taste and style.



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Free flight around Milan: exclusive itineraries in the Ticino Park.



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



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### Information and tips to get around the city.







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scalomilano.it



## » HIGHLIGHTS OF THE MONTH



### RINASCENTE

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



### EMPORIO ARMANI

In the 40th year since the brand was founded, Emporio Armani has opened its first store inside **Linate Airport**. The shop, located in the recently refurbished **Building F**, was designed by Giorgio Armani in collaboration with his team of architects and presents the **men's and women's clothing** and accessories collection. [www.armani.com](http://www.armani.com)





### ROCCA 1794

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



### ADI DESIGN MUSEUM

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



[UNMISSABLE]

# Top in Town



[UNMISSABLE]

# Top in Town



Pinacoteca di Brera



Teatro alla Scala



Montenapoleone district



Navigli district



WELCOME | PANORAMA

# PORTA NUOVA

AN UPWARD SPIRALING CITY



≡ INDEX

questi tubi collegano tra loro vari luoghi e spazi dell'edificio  
quest'opera è dedicata a  
della città

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

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



WELCOME | PANORAMA

# THE DUOMO'S TERRACES

OVERLOOKING THE CITY



≡ INDEX





## WELCOME | PANORAMA

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

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

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

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

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

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



# DISCOVER AND ENJOY

*This month's round-up of shows, art exhibitions,  
and fairs. More on [www.wheremilan.com/all-events](http://www.wheremilan.com/all-events)*



- **57th Wildlife Photographer of the Year**  
**PHOTOGRAPHY** at Palazzo Francesco Turati  
• until 31 December
- **Walt Disney** **COMICS**  
at MUDEC | Museo delle Culture • until 13 February 2022
- **Claude Monet** **ART**  
at Palazzo Reale • until 30 January 2022
- **Maurizio Cattelan** **CONTEMPORARY ART**  
at Pirelli HangarBicocca • until 20 February 2022
- **Mario Sironi** **ART**  
at Museo del Novecento • until 27 March 2022
- **Bolle and Gastel** **PHOTOGRAPHY**  
at Gallerie d'Italia-Piazza Scala • until 7 November
- **EICMA** **FAIR**  
at Fiera Milano Rho • 25-28 November
- **"Sturm&Drang"** **DIGITAL PROJECT**  
at Osservatorio Fondazione Prada  
• until 23 January 2022
- **Berlusconi entrepreneur** **DOCUMENTARY (in Italian)**  
at Enterprise Hotel • until 31 December
- **"Napoleone all'Ambrosiana"** **HISTORY**  
at Pinacoteca Ambrosiana • until 23 January 2022



- **William Congdon** **ART**  
at Memoriale della Shoah • until 31 January 2022
- **Anouk Kruithof** **SCULPTURE**  
at FuturDome • until 27 November
- **Leiko Ikemura** **CONTEMPORARY ART**  
at Building Gallery • until 23 December
- **Tina Modotti** **PHOTOGRAPHY**  
at MUDEC • until 7 November
- **“Le donne e la fotografia”** **PHOTOGRAPHY**  
at Fondazione Luciana Matalon • until 28 November
- **Neil Beloufa** **CONTEMPORARY ART**  
at Pirelli HangarBicocca • until 9 January 2022
- **Masters of “Settecento Veneziano”** **DRAWINGS**  
at Castello Sforzesco • until 19 December
- **“Emporio Armani. The Way We Are”** **FASHION**  
at Armani/Silos • until 6 February 2022
- **Tullio Pericoli** **CONTEMPORARY ART**  
at Palazzo Reale • until 9 January 2022
- **Golosaria** **FOOD**  
at MiCo Centre • 6-8 November
- **BookCity Milano** **FESTIVAL**  
Several locations • 17-21 November
- **John Malkovich** **ENTERTAINMENT**  
at Teatro degli Arcimboldi • 3 December
- **La bayadère** **BALLET**  
at Teatro alla Scala  
• 15 December 2021- 8 January 2022

... and more about the new releases of the Museo del Novecento and the permanent collection of the MUDEC, the Atlas project at Fondazione Prada, the Acquaworld attractions and the new Museo delle Illusioni.



WELCOME | WHAT TO DO

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# 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 masters of photography.*

☰ EVENTS





© AUL HILTON

PALAZZO  
FRANCESCO  
TURATI, UNTIL  
31 DECEMBER

**DEDICATED  
TO NATURE**

**56th Wildlife  
Photographer  
of the Year**

*Palazzo Francesco Turati.*

*Via Meravigli, 7.*

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

**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.

≡ EVENTS



# WELCOME | WHAT TO DO

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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**.

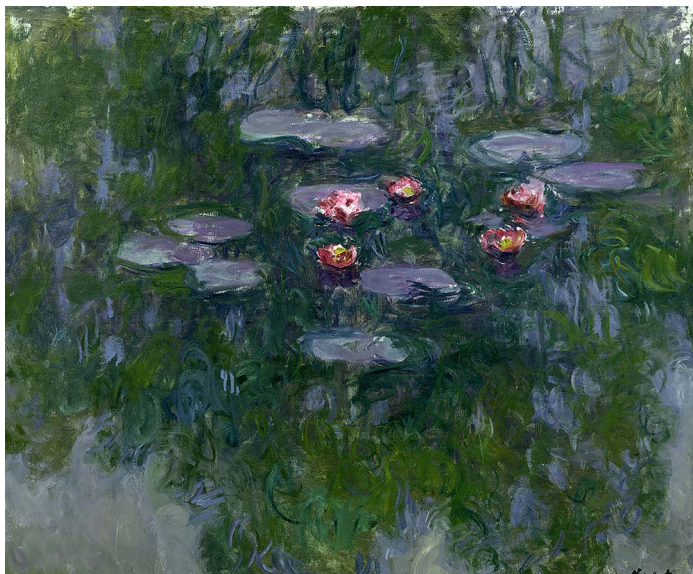
### DISNEY. The Art of Telling Timeless Stories

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



PH © CARLOTTA COPPO





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)





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)





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French, German,  
Italian, Portuguese,  
Russian and Spanish



leonardo3museum



leonardo3\_museum



MUSEO DEL NOVECENTO,  
UNTIL 27 MARCH 2022

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

**MARIO SIRONI.**  
**Sintesi e grandiosità.**

*Museo del Novecento.*

*Piazza Duomo, 8.*

*[www.museodelnovecento.org](http://www.museodelnovecento.org)*

**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.

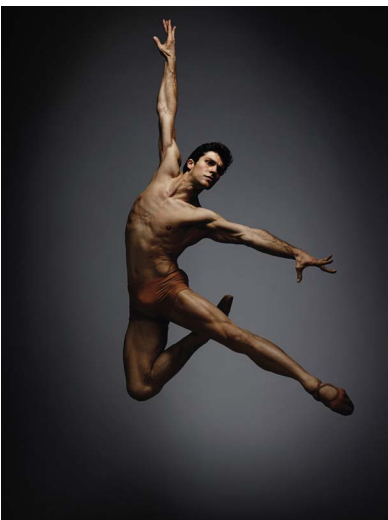


GALLERIE D'ITALIA,  
UNTIL 7 NOVEMBER

## **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





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 this month. 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)*



# WELCOME | WHAT TO DO

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OSSERVATORIO  
FONDAZIONE  
PRADA,  
UNTIL 23 JANUARY  
2022  
**REALITY IS  
DIGITAL**

---

FONDAZIONE PRADA-STURM&DRANG.  
A COLLABORATION BETWEEN FONDAZIONE PRADA  
AND GTA EXHIBITIONS, ETH ZURICH OSSERVATORIO  
FONDAZIONE PRADA, MILANO FOTO/ PHOTO: AFN

**PROJECT** The highly-central spaces of **Osservatorio Fondazione Prada** become the ideal setting for the new “**Sturm&Drang**” project. Featuring an innovative approach, the exhibition explores **Computer-generated imagery** (CGI) experiences and environments, not focusing on the final product but investigating the **production methods** behind the image economy.

## **STURM&DRANG**

*Osservatorio Fondazione Prada*  
*Galleria Vittorio Emanuele II*  
[www.fondazioneprada.org](http://www.fondazioneprada.org)



## WELCOME | WHAT TO DO

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ENTERPRISE HOTEL,  
UNTIL 31 DECEMBER

### A POP SHOW ON BERLUSCONI ENTREPRENEUR

PIANO B.

Il Cavaliere del Lavoro

*Enterprise Hotel.*

*Corso Sempione, 91.*

[www.cinemabianchini.it/piano-b](http://www.cinemabianchini.it/piano-b)

#### 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.





PINACOTECA  
AMBROSIANA,  
UNTIL 23 JANUARY 2022

## MILAN AND NAPOLEON

—  
**NAPOLEONE  
ALL'AMBROSIANA.**

**Percorsi della  
rappresentazione**  
*Pinacoteca Ambrosiana*  
Piazza Pio XI, 2  
[www.ambrosiana.it](http://www.ambrosiana.it)

**HISTORY** Through paintings, engravings, drawings, reports, satirical writings, librettos, theoretical printed works and periodicals, conserved at the **Biblioteca and Pinacoteca Ambrosiana**, the exhibition offers an overview of representation in **Milan during the Napoleonic era**. The exhibition follows the chronological succession of events from the Cisalpine Republic to the Kingdom of Italy and the fall of Napoleon. Among the curiosities, the **gloves used by Napoleon** during the Battle of Waterloo.





MEMORIALE DELLA SHOAH,  
UNTIL 31 JANUARY 2022

## WILLIAM CONGDON, WITNESS TO A COLLECTIVE DRAMA

**ART** A new exhibition at the **Memoriale della Shoah** gives voice to the drawings and diaries of the American painter **William Congdon**, which have remained largely unpublished until now. In 1945, Condon served as a volunteer for the American Field Service with the troops liberating the **Bergen-Belsen concentration camp**. The artist's participation in the war marked in him a particular sensitivity towards collective dramas, which is found in his works like a caress that lacerates the human soul.



**WILLIAM CONGDON.**  
**In the Death of One**  
*Memoriale della Shoah*  
*di Milano.*

*Piazza Edmond J. Safra, 1*  
[www.memorialeshoah.it](http://www.memorialeshoah.it)





# WELCOME | WHAT TO DO

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FUTURDOME,  
UNTIL 27 NOVEMBER

## PHOTOGRAPHIC SCULPTURES NARRATING THE PLANET

—  
**ANOUK KRUIHOF.**  
**Perpetual Endless Flow**  
*FuturDome. Via Paisiello, 6*  
*(Porta Venezia district).*  
[www.futurdome.org](http://www.futurdome.org)

**SCULPTURE** The new “housing museum” project in Milan dedicated to contemporary art is currently hosting a solo exhibition by **Dutch artist Anouk Kruihof**: 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.



# WELCOME | WHAT TO DO

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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 MAROSI



**SYMPHONIC SEASON**

2021 / 2022

# ENJOY THE MUSIC with laVerdi

Milano Symphony Orchestra

DISCOVER MORE >



photo © Studio Hänninen

  
**Auditorium**  
Fondazione Cariplo

Largo Gustav Mahler

tuesday / sunday  
10.00 - 19.00

Info & tickets

**laverdi.org**



  
**laVerdi**  
ORCHESTRA SINFONICA  
di Milano

Ora riposa di solito,  
per ascoltare quel canto,  
per essere nel suo.

Ti prego, supplicando e  
precazioni, il cuore ridotto  
quasi in cenere, prenditi cura  
della mia fine.

LAST  
DAYS



© TINA MODOTTI @ MUDEC

MUDEC,  
UNTIL 7 NOVEMBER

## THE REVOLUTIONARY PHOTOGRAPHY OF TINA MODOTTI

—  
**TINA MODOTTI.**

**Donne, Messico e libertà.**

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

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



# WELCOME | WHAT TO DO

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FONDAZIONE LUCIANA MATALON,  
UNTIL 28 NOVEMBER

## A FEMALE PERSPECTIVE ON PHOTOGRAPHY

**PHOTOGRAPHY** 90 original colour and black-and-white images by 90 international female photographers tell the story of the **female point of view on photography** and its evolution over almost a century, with works ranging **from 1925 to 2018**. From Diane Arbus to Margaret Bourke-White, from Lisetta Carmi to Regina José Galindo, the exhibition develops around two thematic nuclei: **empathy** and the **search for identity**, two distinctive elements of the female approach, as a mother and as a woman in search of her own emancipation.

### **LE DONNE E LA FOTOGRAFIA. Women photographers from the early post-war period to the present day**

*Fondazione Luciana Matalon*

*Foro Buonaparte, 67. [fondazionematalon.org](http://fondazionematalon.org)*



*Gerda Taro,  
Republican  
militian  
members,  
Barcelona  
(August 1936)*





PIRELLI  
HANGARBICOCCA,  
UNTIL 9 JANUARY 2022

## PARADOXES OF CONTEMPORARY ERA

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

**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.



## WELCOME | WHAT TO DO

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CASTELLO SFORZESCO, UNTIL 19 DECEMBER

### THE MASTERS OF THE “SETTECENTO VENEZIANO”

**DRAWINGS** Castello Sforzesco has recently inaugurated a series of exhibitions dedicated to the graphic collections of the **Gabinetto dei Disegni and the Civica Raccolta delle Stampe “Achille Bertarelli”**. The first exhibition dossier presents **five great Venetian masters** of the 18th century: Giovanni Battista and Giandomenico Tiepolo, Giovanni Battista Piazzetta, Antonio Canal known as Canaletto and Bernardo Bellotto. This is a rare opportunity for the public to admire works on paper which, by their very nature, must be kept in dedicated rooms and in special conditions and are therefore **excluded from the permanent museum** itinerary of Castello Sforzesco.

**Disegno del Settecento**

**nelle collezioni del Museo d’Arte Antica di Milano**

*Castello Sforzesco-Antico Ospedale Spagnolo. Piazza Castello.*

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





## MUSEO DEL NOVECENTO | GALLERIA DEL FUTURISMO NEW STORIES OF THE TWENTIETH CENTURY

**MODERN ART** Ten years after the opening of the Museo del Novecento, the **redevelopment process** has been completed in stages: from February 2019 with the new rooms in the wing of the Palazzo Reale dedicated to art from the late 1950s to the early 1980s, to March 2021 with the new spaces on the fourth and fifth floors of the museum dedicated to the period between the 1920s and 1950s.

In recent weeks the **brand new “Galleria del Futurismo”** was inaugurated with an exhibition of **Futurist Manifestos** and important works by masters of the period, including **Boccioni, Carrà, Balla, Severini and Sant'Elia**.

But that's not all: in 2022 there will be a further major expansion of the collections of early 20th century Italian art, culminating in the following years with the ambitious extension of the Museum in the second Torre dell'Arengario, which will house workshops, an auditorium and multifunctional spaces.

### **Museo del Novecento. Galleria del Futurismo**

*Piazza Duomo, 8. [www.museodelnovecento.org](http://www.museodelnovecento.org)*

SINISTRA: FOTO © MARGHERITA GNACCOLINI - DESTRA: FOTO © LUCA CARRÀ





## WELCOME | WHAT TO DO

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ARMANI/SILOS, UNTIL 6 FEBRUARY 2022

### EMPORIO ARMANI, IN THE SIGN OF THE EAGLE

**FASHION** On the occasion of **Emporio Armani's 40th anniversary**, the exhibition at the **Armani/Silos** – personally curated by **Giorgio Armani** – recounts four decades of an avant-garde and transversal brand. All in a monumental dimension that invades the spaces with **moodboards, videos, clothes and accessories**. An immersion in the history of a brand that from the 1980s to the present day has captured new trends to propose democratic fashion, reflecting the vitality of the metropolis.

#### **EMPORIO ARMANI. The Way We Are**

*Armani/Silos. Via Bergognone, 40.*

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



COURTESY GIORGIO ARMANI





PHOTOS © CARLOTTA COPPO

## MUDEC | MUSEO DELLE CULTURE **NEW LAYOUT OF THE PERMANENT COLLECTION**



**CULTURE** Since September of this year, the museum's works have been presented within a **new vision** in which the relationships, connections and exchanges that took place since the **discovery of the Americas between Lombardy and the rest of the world** are reconsidered, starting from the evidence of material culture.

**Milano Globale. Il mondo visto da qui**  
MUDEC | Museo delle Culture.  
Via Tortona, 56. [www.mudec.it](http://www.mudec.it)



## WELCOME | WHAT TO DO

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PALAZZO REALE,  
UNTIL 9 JANUARY

### BETWEEN TINY AND IMMENSE

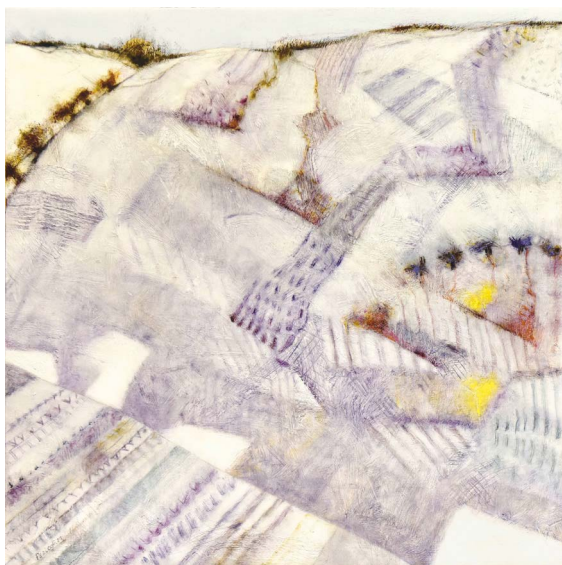
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#### TULLIO PERICOLI.

##### Frammenti

Palazzo Reale,  
Appartamento dei Principi  
Piazza Duomo, 12.  
[www.palazzorealemilano.it](http://www.palazzorealemilano.it)

**CONTEMPORARY ART** This monographic exhibition is a tribute to the great career of **Italian painter and draughtsman Tullio Pericoli**, Milanese since 1961. His works have found a home in exhibitions, pages of newspapers, books and commissions, and this exhibition at **Palazzo Reale** brings together more than 150 of them, from 1977 to 2021: from **portraits of cultural figures** to his forays into the theatre (including at La Scala) to the **landscapes** of the last twenty years.



*“I paint landscapes in order to learn their language and read their pages.” (Tullio Pericoli)*



MICO CENTRE, 6-8 NOVEMBER

## WHERE TASTE IS CELEBRATED

**FAIR** The 16th edition of “**Golosaria**”, the Milanese event dedicated to the Italian agri-food sector is arrived: 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.

### **Golosaria Milano**

*MiCo Milano Convention Centre*

*Fiera Milano Rho*

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



## WELCOME | WHAT TO DO

### 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)





Tulips by Jeff Koons

## PERMANENT EXHIBITION

## ATLAS, AN EVOLVING PROJECT

### Atlas

Fondazione Prada.

Largo Isarco, 2.

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

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.



## WELCOME | WHAT TO DO

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SEVERAL LOCATIONS,  
17-21 NOVEMBER

### BOOKS AND READING

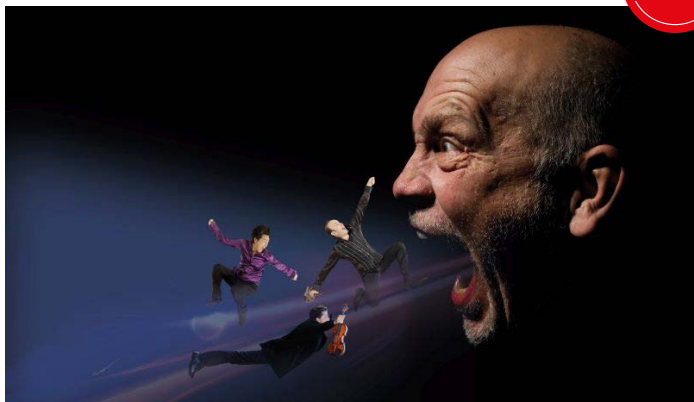
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#### BookCity Milano 2021

Several locations.  
[bookcitymilano.it](http://bookcitymilano.it)

**FESTIVAL** The Milanese event dedicated to books and reading is back this year with a new edition in attendance. During the **widespread event**, which will last five days, Milan will once again be transformed into the city of cafés and literary debates with events ranging from **meetings with authors, shows, readings, workshops and exhibitions**. The festival aims to highlight the power of reading, which is considered a precious experience capable of combining innovation and tradition, and where books and readers become protagonists.





TEATRO DEGLI ARCIMBOLDI, 3 DECEMBER

## UNIQUE MUSICAL JOURNEY WITH JOHN MALKOVICH

For the first time in Milan, **Hollywood icon John Malkovich** stars in an **extraordinary show at the Teatro degli Arcimboldi**, taking the audience on a unique musical journey. Conceived for the Julian Rachlin & Friends Festival, and created by Aleksey Igudesman, this is a **hilarious narrative cocktail** about the worst music criticism of the last centuries. Accompanied by a **frivolous potpourri of musical insults**, John Malkovich takes on the role of the **evil critic** who thinks the music of Bach, Mozart, Beethoven, Chopin, Brahms, Schumann, Debussy, Prokofiev, Ysaye, Kanchelli and Piazzolla is boring and sad. Aleksey Igudesman, Hyung-ki Joo and other great musicians dissent and counter-attack. The grand finale is **"The Malkovich Torment"**, a terrifying review of Malkovich himself, which Igudesman sets to music in an ironic and entertaining way.

### JOHN MALKOVICH - The Music Critic

*Written & conceived by Aleksey Igudesman*

*Teatro degli Arcimboldi*

*Friday 3 December, 9pm*





SHOW BEES and SWISS GART  
present

John Malkovich in

# The Music Critic

Created and Conceived by Aleksey Igudesman



**TEATRO ARCIMBOLDI MILANO**  
**ON STAGE DECEMBER 3**

TAKE A LOOK  
AT THE WHOLE  
CALENDAR



Season calendar may undergo changes



**TAM** TEATRO  
ARCIMBOLDI  
MILANO



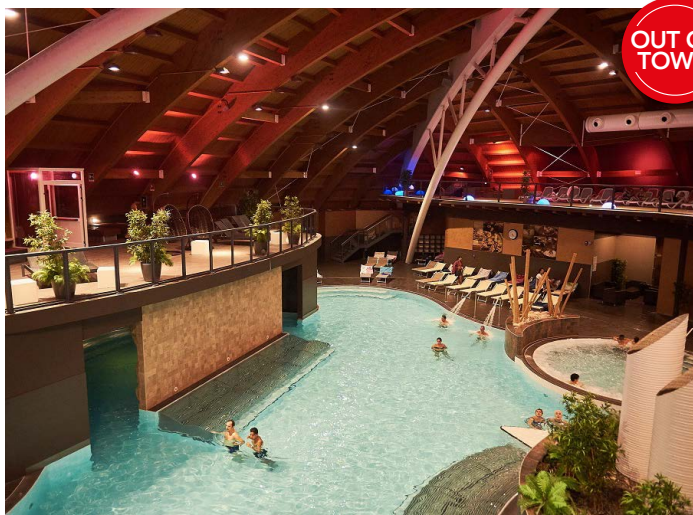
teatroarcimboldi.it

Get tickets now!

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teatroarcimboldi.it



OUT OF TOWN



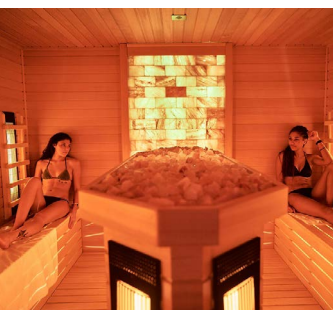
## ACQUAWORLD, FUN AND WELLBEING

### ACQUAWORLD.

**Open all year round**

Via Giorgio la Pira, 16,  
20863 Concorezzo MB  
[acquaworld.it](http://acquaworld.it)

**ENTERTAINMENT** Acquaworld is the first large **indoor water fun and wellness park**, open all year round, where fun is guaranteed for adults and children. The **whirlpool areas** and the “**Storm Cave**” are back to welcome visitors, as are the “**Lagoon**” area and the “Wellness Pool”, outdoors, open in winter too with heated water and whirlpool. The Fun area offers endless entertainment, with 1,100 metres of state-of-the-art, floodlit water slides inside, waves as high as the sea, a large wave pool, the rapid river, Calidarium and Frigidarium and an area designed for the enjoyment of the little ones. The park welcomes visitors in total safety and in compliance with all anti-Covid rules.



# WELCOME | WHAT TO DO

COMING  
SOON

TEATRO ALLA SCALA,  
15 DECEMBER 2021-8 JANUARY 2022

## IN THE FOOTSTEPS OF NUREYEV

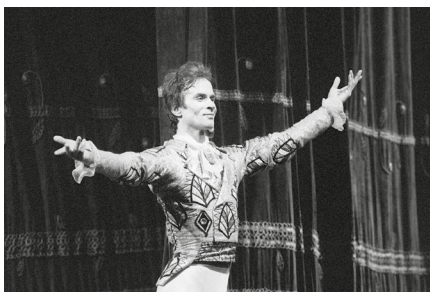
**BALLET** Performed as yet only by the Paris Opera Ballett, for which it was created in 1992, Nureyev's "La bayadère" will be staged for the **first time at La Scala** with new sets and costumes by Luisa Spinatelli. This is an extraordinary debut for a **sumptuous production**, rich in virtuoso performances and variations. It concludes with a **return to the purity of classical ballet**, with the entire corps on stage in white tutus in the Kingdom of the Shades, a tableau that opened the way to the success of this ballet in the West and Nureyev's shining star.

### LA BAYADÈRE by Ludwig Minkus

*Teatro alla Scala. Via Filodrammatici, 2.*

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

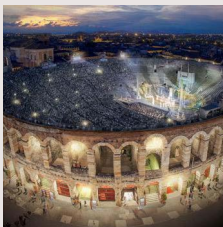
PHOTOS MARCO BRESCIA & RUDY AMISANO



≡ EVENTS



# 2022 EVENTS IN ITALY



## JANUARY

**14-18/1** | Milan | Milano Moda Uomo. [www.milanomodauomo.it](http://www.milanomodauomo.it)

**20-23/1** | Cortina d'Ampezzo (Veneto) | Alpine World Ski Championship. [www.fis-ski.com](http://www.fis-ski.com)

**30/1** | Val di Fassa (Trentino-Alto Adige) | 49th Marcialonga Ski-marathon. [www.marcialonga.it](http://www.marcialonga.it)

## FEBRUARY

**6-27/2** | Viareggio (Tuscany) | Carnevale di Viareggio. [viareggio.ilcarnevale.com](http://viareggio.ilcarnevale.com)

**12/2 -1/3** | Venice | Carnevale di Venezia. [www.carnevale.venezia.it](http://www.carnevale.venezia.it)

**22-28/2** | Milan | Milano Moda Donna. [www.milanomodadonna.it](http://www.milanomodadonna.it)

## MARCH

**End of March** | Several locations | Spring Days FAI. [www.giornatefai.it](http://www.giornatefai.it)

**27/3** | Rome | Run Rome The Marathon. [www.runromethemarathon.com](http://www.runromethemarathon.com)

## APRIL

**1-3/4** | Milan | Miart [www.miart.it](http://www.miart.it)

**5-10/4** | Milan | Salone del Mobile. Milano. [www.salonemilano.it](http://www.salonemilano.it)

**Mid-April** | Milan | Milano Art Week. [milanoartweek.comune.milano.it](http://milanoartweek.comune.milano.it)

**10-13/4** | Verona | Vinitaly. [www.vinitaly.com](http://www.vinitaly.com)

**23/4-27/11** | Venice | Biennale Arte 2022 (59th edition). [www.labiennale.org](http://www.labiennale.org)

**27/4-1/5** | Milan | MIA Fair (105th edition). [www.miafair.it](http://www.miafair.it)

## MAY

**2-15/5** | Rome | Tennis. Internazionali BNL d'Italia. [www.internazionaliibnlditalia.com](http://www.internazionaliibnlditalia.com)

**6-29/5** | Several locations in Italy | Giro d'Italia (105th edition). [www.giroditalia.it](http://www.giroditalia.it)

**Mid-May** | Brescia-Rome-Brescia | Mille Miglia 2022. [www.1000miglia.it](http://www.1000miglia.it)

**28/5-5/6** | Venice | Salone Nautico Venezia. [www.salononautico.venezia.it](http://www.salononautico.venezia.it)

**End of May** | Mugello (Tuscany) | Moto GP. Gran Premio d'Italia. [www.motogp.com](http://www.motogp.com)



# 2022 EVENTS IN ITALY



## JUNE

**17-21/6** | Milan | Milano Moda Uomo. [www.milanomodauomo.it](http://www.milanomodauomo.it)  
**17/6-4/9** | Verona | Arena di Verona 99th Opera Festival. [www.arena.it](http://www.arena.it)  
**20-23/6** | Verona | Vinitaly (54th edition). [www.vinitaly.com](http://www.vinitaly.com)

## JULY

**3/7** | Siena | Palio. [www.ilpalio.org](http://www.ilpalio.org)  
**8-17/7** | Perugia | Umbria Jazz. [www.umbriajazz.it](http://www.umbriajazz.it)  
**16/7** | Venice | Festa del Redentore. [venice.wheretaila.com](http://venice.wheretaila.com)

## AUGUST

**16/8** | Siena | Palio dell'Assunta. [www.ilpalio.org](http://www.ilpalio.org)

## SEPTEMBER

**1-11/9** | Venice | International Exhibition of Cinematographic Art. [www.labiennale.org](http://www.labiennale.org)  
**3-11/9** | Venice | The Venice Glass Week. [www.theveniceglassweek.com](http://www.theveniceglassweek.com)  
**16-19/9** | Terni | Umbria Jazz. [www.umbriajazz.it](http://www.umbriajazz.it)  
**11/9** | Monza (Milan) | Formula 1.

Italian Grand Prix. [www.formula1.com](http://www.formula1.com)  
**20-26/9** | Milan | Milano Moda Donna. [www.cameramoda.it](http://www.cameramoda.it)  
**21-27/9** | Milan | Milano Moda Donna. [www.cameramoda.it](http://www.cameramoda.it)

## OCTOBER

**1-6/10** | Genoa | International Boat Show. [www.salononautico.com](http://www.salononautico.com)  
**8/10- 6/12** | Alba (Piedmont) | International Alba White Truffle Fair. [www.fieradeltartufo.org](http://www.fieradeltartufo.org)  
**9/10** | Trieste | Barcolana. [www.barcolana.it](http://www.barcolana.it)  
**14-23/10** | Perugia | Eurochocolate. [www.eurochocolate.com](http://www.eurochocolate.com)

## NOVEMBER

**Mid-November** | Milan | BookCity Milano. [bookcitymilano.it](http://bookcitymilano.it) and Music Week. [www.milanomusicweek.it](http://www.milanomusicweek.it)  
**21/11** | Venice | Festa della Salute. [venice.wheretaila.com](http://venice.wheretaila.com)

## DECEMBER

**7/12** | Milan | Teatro alla Scala – Opening of the Opera Season. [www.teatroallascala.org](http://www.teatroallascala.org)



WELCOME | WHAT TO DO

Triennale Milano  
PH © GIANLUCA DI IOIA



Open-air  
*Contemporary Art*

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

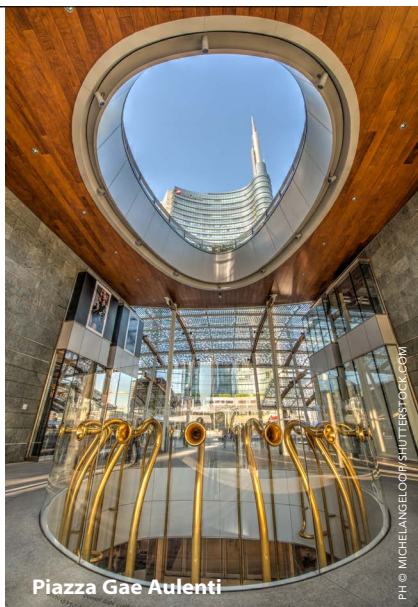
≡ INDEX





Piazza Cadorna

PH © DIZFOTO/SHUTTERSTOCK.COM



Piazza Gae Aulenti

PH © MICHELANGELO/SHUTTERSTOCK.COM

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

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

## “Needle, Thread and Knot”

### PIAZZA CADORNA

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



## WELCOME | WHAT TO DO

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

### 'Egg'

#### PIAZZA GAE AULENTI

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

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

#### PIAZZA AFFARI

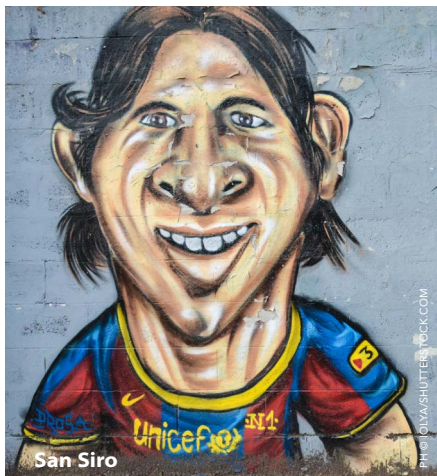
The name of this large statue outside the **Milan Stock Exchange** is the acronym for "libertà, odio, vendetta, eternità" (i.e. freedom, hatred, revenge, eternity), but the real meaning of the middle finger of sculptor **Maurizio Cattelan** is intentionally ambiguous. A provocation? You be the judge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

### Graffiti

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



Piazza Affari



San Siro







Piazza Meda

PH © DELBO ANDREA SHUTTERSTOCK.COM



Stazione Centrale

PH © STANISLAVA KARAGYOZOVA SHUTTERSTOCK.COM

**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





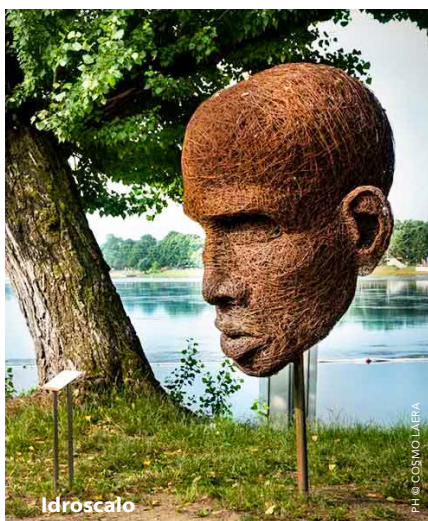
Piazza del Carmine

PH © JOLANTA WDJICKA/SHUTTERSTOCK.COM

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



Idroscalo

PH © COSMO LAERA

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".

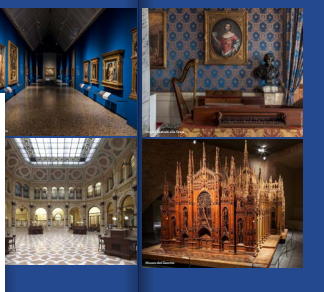
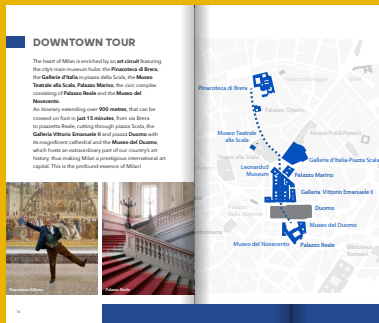
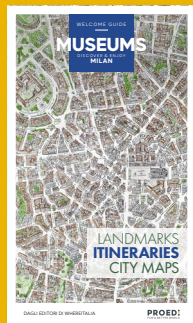
>> **Discover more on**  
[luoghidelcontemporaneo.beniculturali.it](http://luoghidelcontemporaneo.beniculturali.it)



# MUSEUMS

## DISCOVER & ENJOY MILAN

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



DISCOVER MORE >



DAGLI EDITORI DI WHEREITALIA

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FOR A BETTER WORLD

WELCOME | WHAT TO DO

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## LAKESIDE DESTINATIONS

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

☰ INDEX



## WELCOME | WHAT TO DO

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

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

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





PH © SINA ETTMER PHOTOGRAPHY/SHUTTERSTOCK.COM

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

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

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



## WELCOME | WHAT TO DO

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

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



### SANTA CATERINA DEL SASSO

#### A hermitage perched on a rocky overhang

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

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



[ WELCOME TO ITALIA ]

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

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## VIP DUOMO CATHEDRAL PRIVATE EXPERIENCE

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

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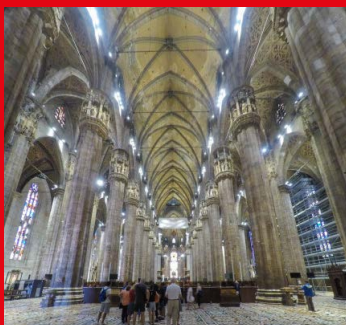
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[ WELCOME TO ITALIA ]

# Dream experiences

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## PRIVATE MILAN EXPERIENCE

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

>CLICK & BUY



## FRANCIACORTA TASTING WITH PICNIC

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

>CLICK & BUY



## AMARONE WINE E-BIKE TOUR

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

>CLICK & BUY



[ WELCOME TO ITALIA ]

# Dream experiences

## THE SPECIAL ONES

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

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

> **CLICK & BUY**



### **BUBBLES ON THE LAKE**

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

> **CLICK & BUY**

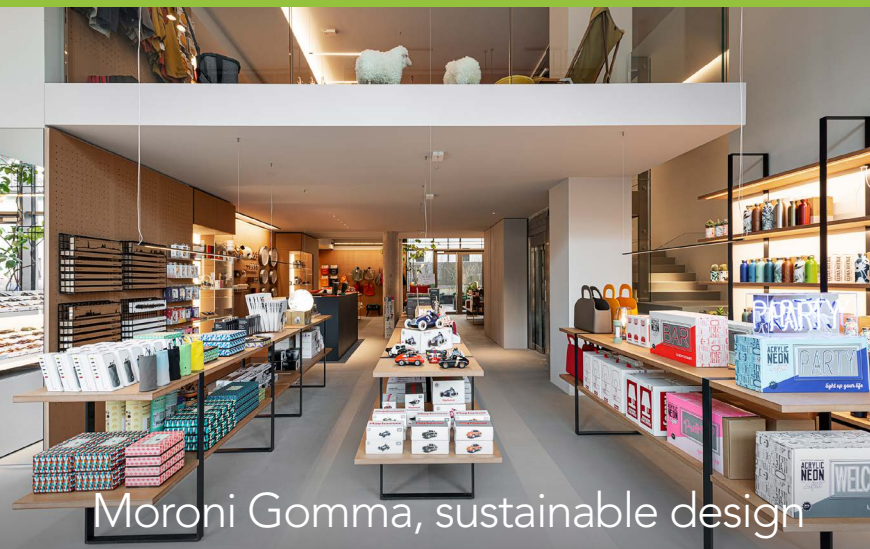


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THE ONLINE GUIDE TO DISCOVER AND ENJOY ITALY

BOUTIQUES & BRANDS

# SHOPPING



## Moroni Gomma, sustainable design

The new showroom in Corso Garibaldi, in the historic Brera district and just a few steps from the Porta Nuova skyscrapers, offers new items in an eco-chic key, combining design, elegance and sustainability.

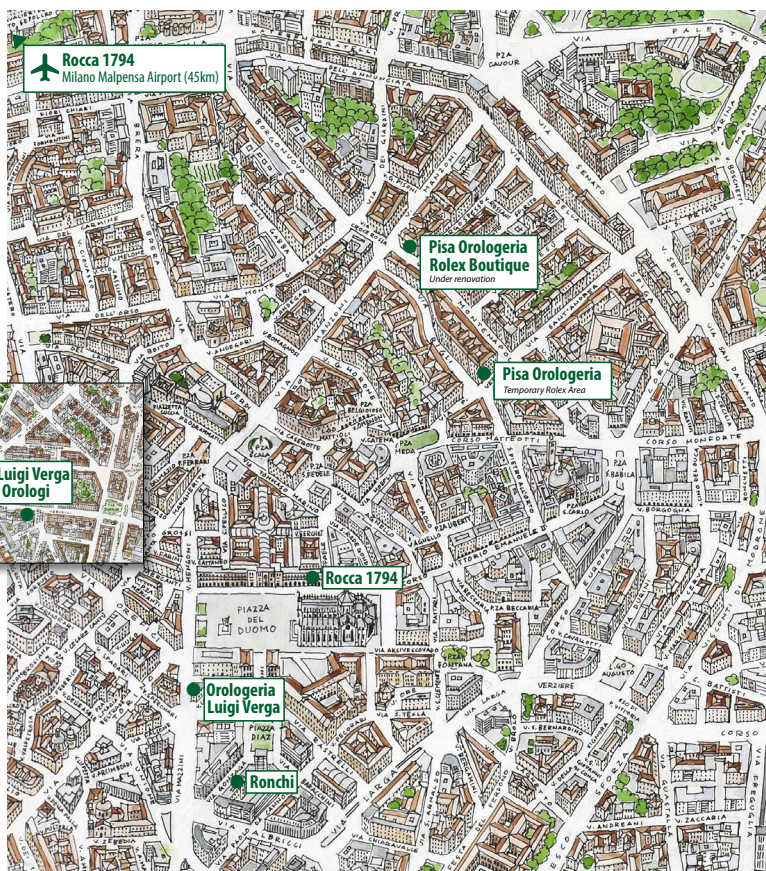
>> **Moroni Gomma**  
[moronigomma.it](http://moronigomma.it)  
**Corso Garibaldi, 123.**  
**T: 02 796220.**

To celebrate the **100th anniversary** of the brand synonymous with **design and elegance**, the historic Moroni Gomma shop has taken up residence in **Brera**: the new concept store offers original and refined objects for the home, favouring items with a high component of **whimsy, functionality and, of course, design**. The collections change with the seasons, just like fashion, and the proposal is not oriented towards the usual brands of the best-known commercial chains, but towards **exclusive and curious proposals**. Among the new ideas for the **home** and the **person**, don't miss the **green proposals** for autumn-winter 2021.

☰ INDEX

📍 SEE MAP





## Official Retailers in Milan

### ► Pisa Orologeria - Rolex Boutique

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

### ► Orologeria Luigi Verga

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

### ► Luigi Verga Orologi

Corso Vercelli, 19  
T: 02 48198656

### ► Rocca 1794

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

### ► Ronchi

Via Gonzaga, 5  
T: 02 877449



## SHOPPING

# Strolling through Milan

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



### THE LEGENDARY MONTENAPOLEONE

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



## CORSO VITTORIO EMANUELE & VIA TORINO, TRENDY SHOPPING

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



# SHOPPING



## DUOMO, THE HEART OF THE CITY

WINDOW  
1h  
SHOPPING

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

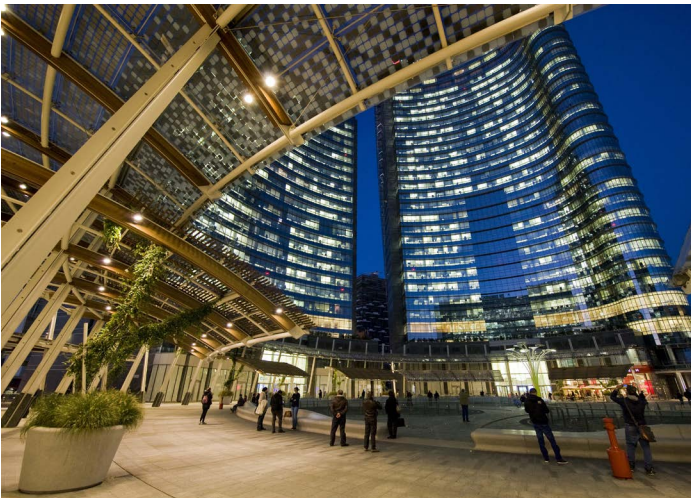




## PORTA NUOVA, MODERN TIMES

WINDOW  
30 min  
SHOPPING

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

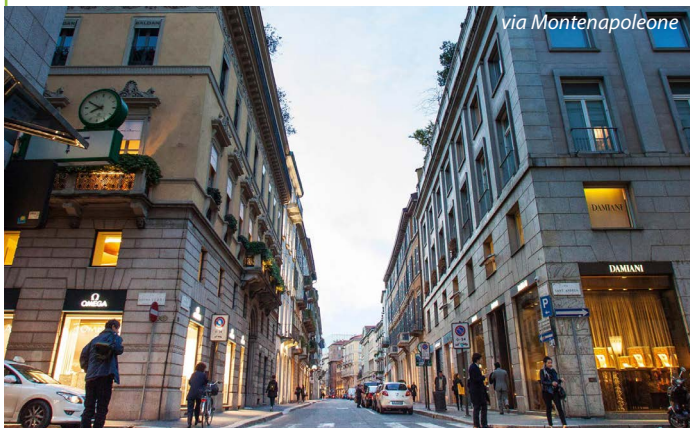


# SHOPPING

## STREET OF TIME

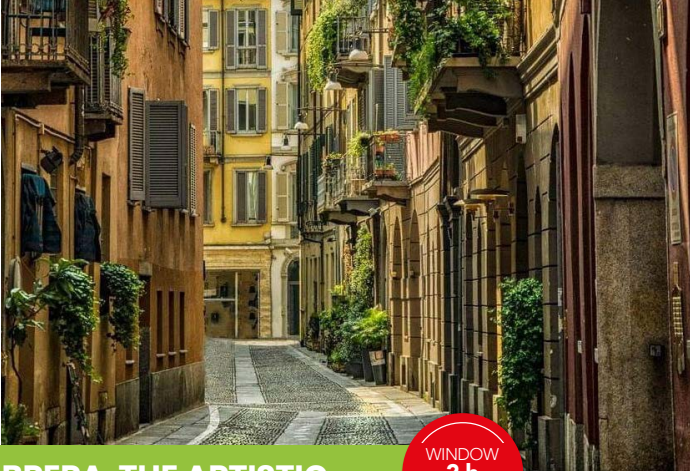
In Milan, there are many evocative locations where **jewellery collections** are designed and handcrafted: exclusive lines that accompany those wearing them on a day-to-day basis, accentuating and highlighting their personalities.

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



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





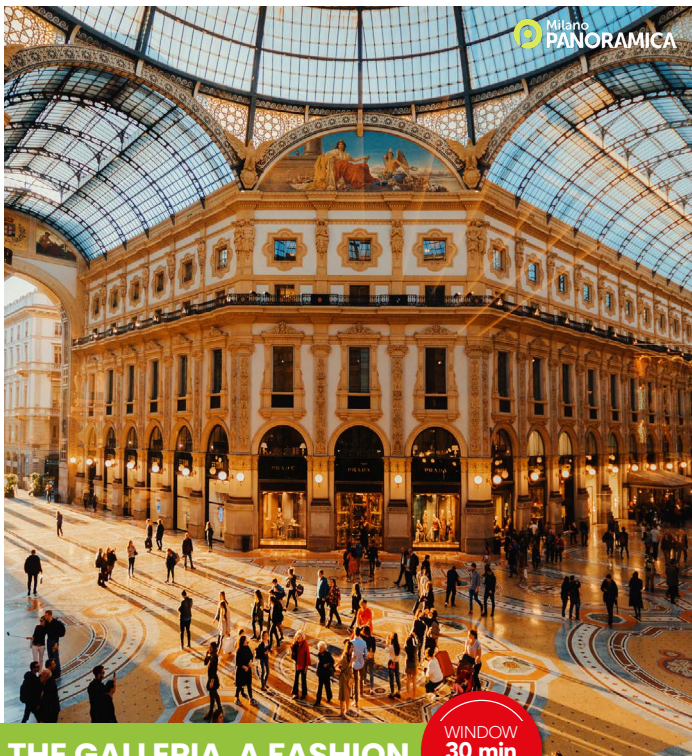
## BRERA, THE ARTISTIC HEART OF THE CITY

WINDOW  
2 h  
SHOPPING

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



# SHOPPING



## THE GALLERIA, A FASHION VICTIM'S PARADISE

WINDOW  
30 min  
SHOPPING

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



## 5 VIE, AN HISTORIC CORNER

WINDOW  
1h  
SHOPPING

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



SEE MAP

ADVERTORIAL



## PETTINAROLI

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

DISCOVER MORE



Via Brera, 4.  
T: 02 86464642-86461875  
[www.fpettinaroli.it](http://www.fpettinaroli.it)



# SHOPPING

## NAVIGLI, NICHE SHOPPING

WINDOW  
2 h  
SHOPPING

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



© BORIS STROUJKO / SHUTTERSTOCK.COM





## CORSO VERCELLI, A CHIC DISTRICT

WINDOW  
2h  
SHOPPING

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



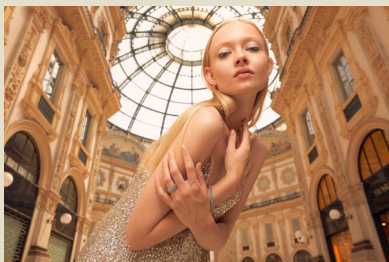
# Craftsmanship and Creativity. Signed by *Della Fonte*



Since 1972, an **historic jewellery boutique in Milan**: from the very beginning Della Fonte has produced its own jewellery lines, designing the collections, selecting the gems and following all the stages of jewellery making in its own **goldsmith's workshops**. The elegant boutique in **Corso Vercelli** represents a point of reference for Made in Italy, in continuity with **tradition** but in search of new inspiration and open to **experimentation**.

Now in its second generation, Della Fonte is a well-established brand, able to offer its increasingly demanding customers a **variety of models** that over time have become a symbol of refinement.





**Diamonds, rubies, emeralds and sapphires** of the highest quality are enhanced by the creative touch of expert goldsmiths, making them the essence of the brand. Attention to detail and design have always been the hallmarks of the brand, which tailors both its own jewellery lines and **tailor-made products** to the customer's request, including **worldwide delivery and shipping**.



### **Della Fonte Gioielli**

*Corso Vercelli, 37. T: 02 4815654.  
[www.dellafontegioielli.com](http://www.dellafontegioielli.com)*

-  [info@dellafontegioielli.com](mailto:info@dellafontegioielli.com)
-  [dellafontegioielli](https://www.instagram.com/dellafontegioielli)
-  Della Fonte Milano
-  [dellafontemilano](https://www.whatsapp.com/channel/00299a61111111111111)



**DELLA FONTE**  
MILANO

**EXCLUSIVE FOR "MILAN" MAGAZINE READERS** – Always attentive to the needs of its customers, Della Fonte offers a new service: by contacting the shop at short notice, you can take advantage of a free driver service to reach the boutique.

DISCOVER MORE >

 SEE MAP

 INDEX

## Tax Free Refund Guide

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

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



## Tax Free Refund Guide

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

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



# OUTLETS



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

## Serravalle Designer Outlet



## SERRAVALLE DESIGNER OUTLET

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

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

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

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



## SERRAVALLE DESIGNER OUTLET

Take advantage of our daily shuttle service from Milan.

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

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

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

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

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

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

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



# OUTLETS

## 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 every day 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



## FIDENZA VILLAGE

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

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

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

## FOXTOWN FACTORY STORES

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

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

## VICOLUNGO THE STYLE OUTLETS

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

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

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

## FRANCIACORTA VILLAGE

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

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

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



[SERRAVALLE DESIGNER OUTLET]

# Step into a world of shopping



Just 50 minutes from Milan, Serravalle Designer Outlet offers an exclusive shopping experience

Europe's **largest and most prestigious luxury outlet** confirms itself as an unmissable destination for a **shopping experience** to be lived in total **safety**.

Located in the hills of the Gavi area, Serravalle Designer Outlet is surrounded by **enchanting scenery**. Its architectural style has been designed as a natural extension of **Ligurian architecture**, with fountains and sculptures created by important contemporary artists, wide avenues and a relaxing atmosphere.

**OVER 300 BRANDS.** Thanks to its exceptional offer, Serravalle Designer Outlet has something for all tastes, from **seasonal trends to all-time classics**. There are more than **230 shops** where you can buy the best **Italian and international fashion brands**, always up to **70% off all year round**: from Armani, Salvatore Ferragamo and Roberto Cavalli, to the new entries such as Longchamp, Victoria's Secret and many others. **Over 300 brands** from which to choose your favourite **clothes and accessories** or where to find the **perfect gift**.

**NOT ONLY SHOPPING.** At Serravalle Designer Outlet there are **13 bars and restaurants** offering a wide range of food and drink, including Mediterranean dishes at Obicà, Italian pizza at Farinella, Oriental cuisine at Wagamama and coffee at Starbucks.

THIS PAGE IS KINDLY SPONSORED BY SERRAVALLE DESIGNER OUTLET





**SERVICES.** **Guest Services** to get all the information.  
**International payment** options and language speaking staff.  
**Free Car park**, and Premium Parking, charging station for electric cars, free wi-fi, beauty and hairdressing saloon, ATM and courtesy kit for pets.  
**New Play Land** including an outdoor area and a baby park with dedicated staff.  
**Personal Shopper & Style Advisor services.**  
**Tax Free** Shopping is available in all stores.  
Go on line for the full list of services.  
**The Center is open Monday to Sunday from 10am to 8pm.**

## WHAT'S ON

**MID SEASON SALE** - until 7 November unmissable additional discounts on outlet prices: a unique opportunity to buy the most sought-after fashion and luxury brands at prices further reduced.  
**CHRISTMAS IS COMING** - from 13 November, great opening of the Big Christmas Tree and Santa House.  
**BLACK FRIDAY** - From 22 to 29 November.  
**For more info, visit [www.mcarthurglen.it/serravalle](http://www.mcarthurglen.it/serravalle)**

## How to reach us

Serravalle Designer Outlet is conveniently located for **easy access from Milan** (about one hour drive), A7 Milan-Genoa motorway, exit Serravalle Scrivia.  
**Daily shuttles from Milan downtown or private transfer** directly from your hotel.  
Visit [mcarthurglen.it/serravalle](http://mcarthurglen.it/serravalle) for full options and to book your Shuttle or Limo service.

 [SEE MAP](#)



## Get 10% off

Show this QR Code to the Guest Service desk at Serravalle to redeem your **Card** for an **additional 10% off on outlet prices** in participating stores\*



*\* the 10% discount cannot be applied to items in promotion and sale.*



FOOD & WINE

# TASTING

NEW  
OPENING



A new food experience is born

Not just a store, but a journey through authentic food products, discovering values, people and territories. The new "Autentico" offers the opportunity to live an exclusive experience of Italian taste and style.

>> **Autentico**  
[www.autentico-store.it](http://www.autentico-store.it)  
**Corso Magenta, 69**  
**(Piazza Santa Maria delle Grazie)**  
**Mob: 366 6453731.**

The proposal of the **new "Autentico" store**, right in front of the **Cenacolo Vinciano**, is unique in the Milanese panorama. Here you can buy a selection of **excellent Italian gastronomic products**, with the opportunity not only to get to know and taste genuine high quality specialities but also to meet the producers. Cured meats, jams, vegetables in oil, chocolate, wines... **each product is carefully selected** thanks to the experience of Only4you, a leader in the world of travel. Thanks to the Made4Italy by UniCredit programme, customers will also have the opportunity to **experience the products' places of origin.**  
*Open Tues-Sun, 10am-8pm.*

☰ INDEX

📍 SEE MAP



## >> 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 rigeur at restaurants.

- All restaurants and bars are **non-smoking** unless a separate smokers' area is specifically offered.



## 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.



PH © CARMINE ARRICHIELLO

### 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)).

### TRIFE (OR BUSECCA)

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

### CASSOEULA

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

#### Mondeghili



PH © CALTISSIMOACETO



# TASTING



Cassoeula



Tripe

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

## MONDEGHILI

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

## PANETTONE

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



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

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

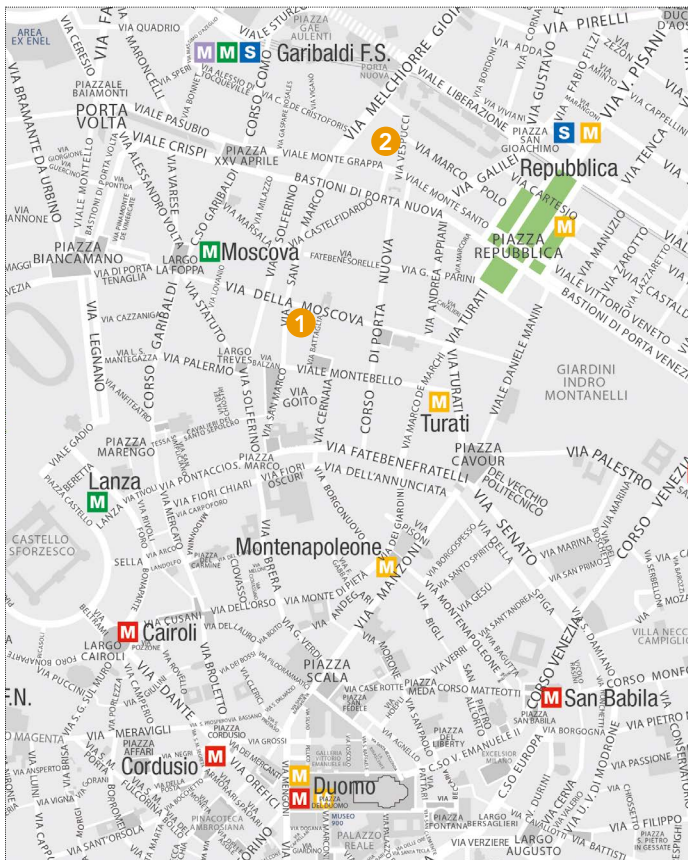


Cracco



[WELCOME TIPS]

# Dining at the top



## All the flavours of Milan

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

≡ INDEX






ADVERTORIAL

1



## VOLEMOSE BENE MOSCOVA

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

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


ADVERTORIAL

2



## VOLEMOSE BENE VESPUCCI

With the restaurant on Via Moscova, this second **Ostaria Romana** in the city is in an elegant setting with a **dehors**, just a few steps from Milan's skyscrapers. Here you can enjoy everything from starters to desserts, with an excellent wine list, including **wines from Lazio**.

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

 SEE MAP  
 MOSCOVA

 SEE MAP  
 VESPUCCI

≡ INDEX

# LEISURE



## 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.

**>> For info:**

[www.aeronordaerostati.it/  
mongolfiere.html](http://www.aeronordaerostati.it/mongolfiere.html)

[info@aeronord.it](mailto:info@aeronord.it) –

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

**T: 02 26227112.**

**A** hot air balloon ride offers the thrill of seeing the view from above and experiencing an exclusive excursion. **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 Milan, to discover the **Ticino Park** from an exceptional perspective! This is the **proposal**: a flight (maximum 4 people) lasting about 2.5 hours including the initial briefing, the inflation of the hot air balloon, the actual flight, the landing and a breakfast in a farmhouse. Possible **transfer service** from the hotel.



# 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 specialities**. Favourite beverages consumed during this beloved tradition in Milan include also the city’s renowned Martini, Prosecco or Campari, accompanied by an all-you-can-eat buffet.



# ITINERARIES



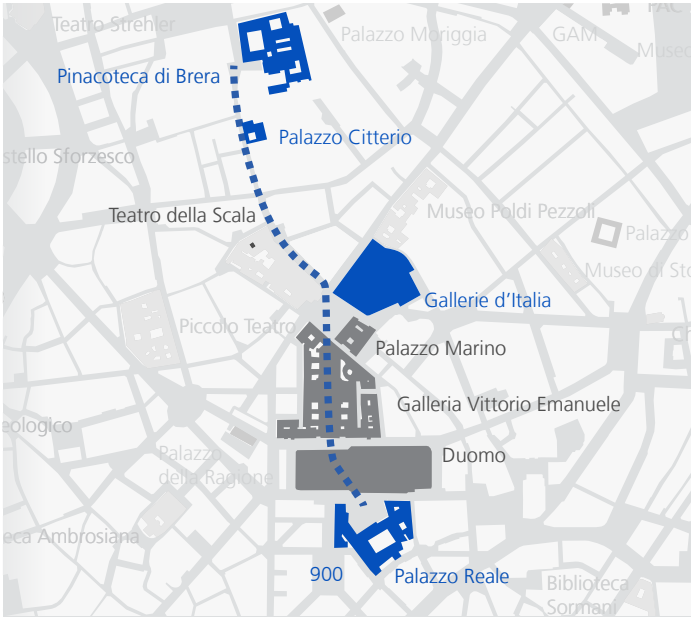
## In the footsteps of Leonardo

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

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

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





## Milan's Street of Art

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

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





## DUOMO DI MILANO

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

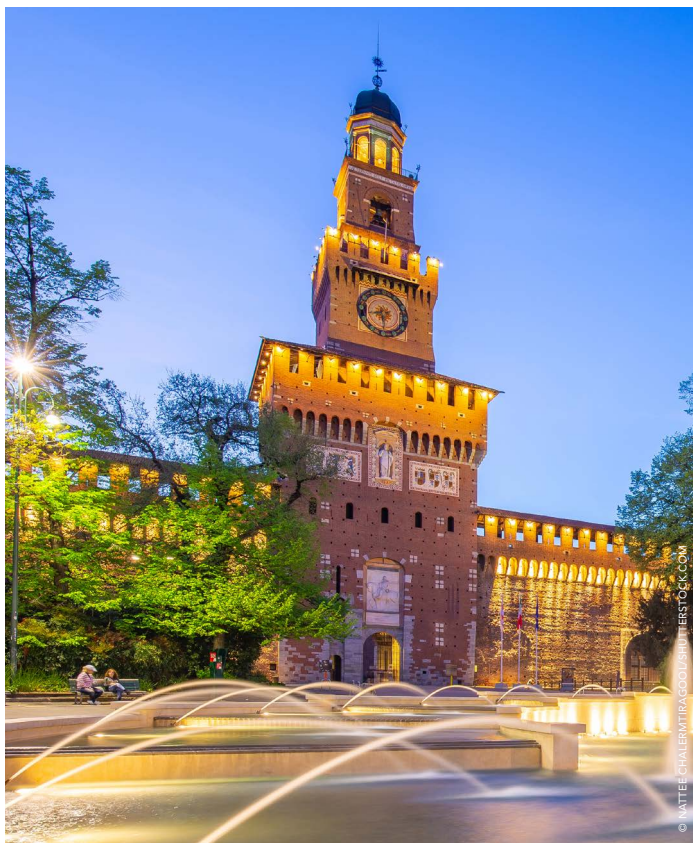




## GALLERIA VITTORIO EMANUELE II

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



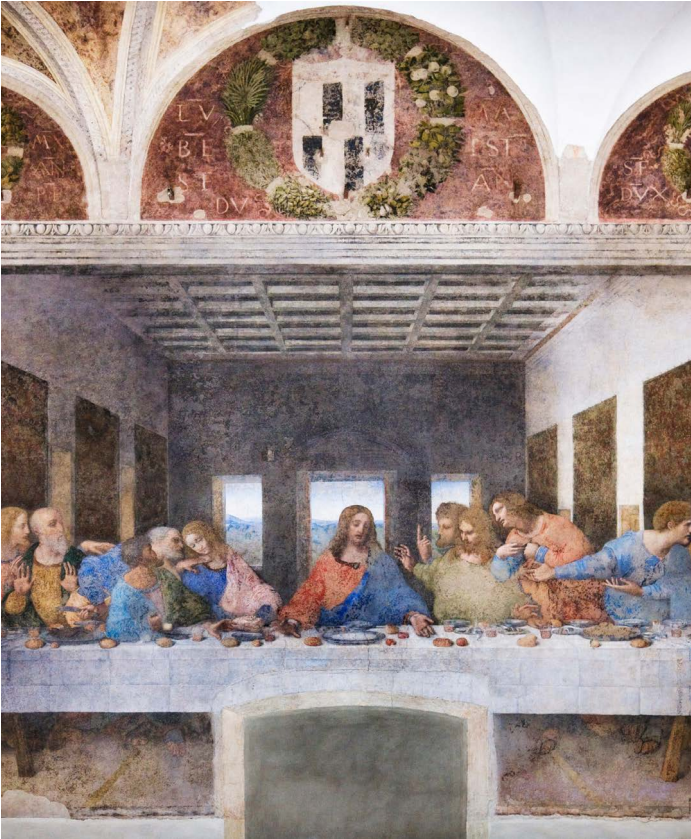


## CASTELLO SFORZESCO

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







## CENACOLO VINCIANO

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





## PALAZZO REALE

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





## TEATRO ALLA SCALA

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





## AMBROSIANA ART GALLERY AND LIBRARY

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





## PINACOTECA DI BRERA

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





## MUSEO NAZIONALE SCIENZA E TECNOLOGIA

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





## TRIENNALE MILANO

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



# ITINERARIES



## GALLERIE D'ITALIA



SEE MAP

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



## MUSEO DEL NOVECENTO

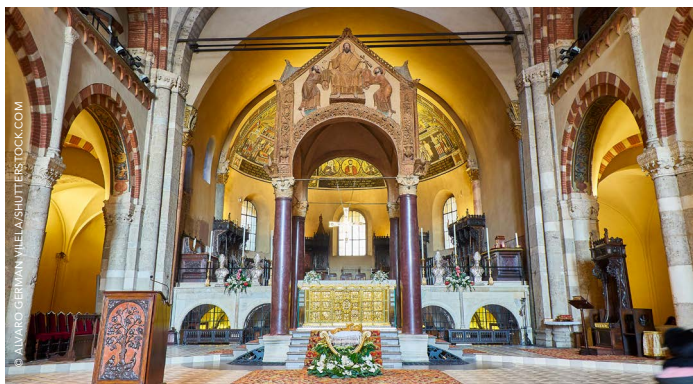


SEE MAP

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







## BASILICA DI SANT'AMBROGIO

 SEE MAP

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



## SAN MAURIZIO AL MONASTERO MAGGIORE

 SEE MAP

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

# ITINERARIES

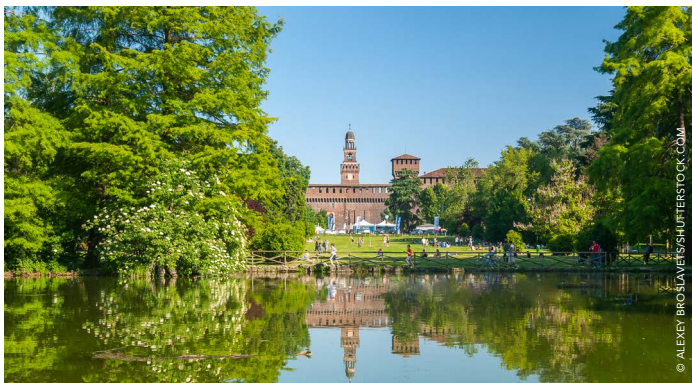


## STAZIONE CENTRALE



SEE MAP

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



## PARCO SEMPIONE



SEE MAP

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





## ORTO BOTANICO



SEE MAP

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



## NAVIGLI DISTRICT



SEE MAP

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



# ITINERARIES



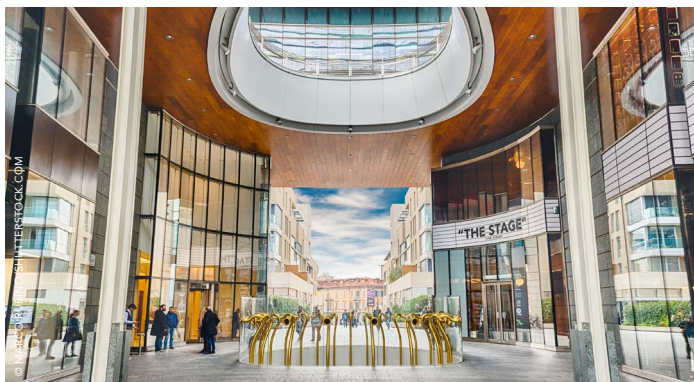
## MONTENAPOLEONE DISTRICT [SEE MAP](#)

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



## BRERA DISTRICT [SEE MAP](#)

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



## PORTA NUOVA DISTRICT



SEE MAP

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



## CITYLIFE DISTRICT



SEE MAP

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



# ESSENTIALS



## ATM - AZIENDA TRASPORTI MILANESI

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

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

### Lost and Found on ATM Vehicles:

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

**Ordinary ticket (2€)** Valid for 90 minutes. Can be used on buses, trams or the metro. **Day ticket (7€)** Valid 24h. Unlimited travel on buses, trams and the metro. **Three-day ticket (12€)** Valid for 3 consecutive days from the day of the first validation until the end of the service on the third day. Unlimited travel on buses, trams and the metro. Check rates for the extra-urban subway. <https://nuovosistematariffario.atm.it/en/>

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

## BIKE SHARING - Public bicycle transport system

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

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



## Tourist Information

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

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

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

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

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

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

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







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

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

## AIRPORTS

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

### • Connection to Milano Malpensa

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

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

Ticket € 10. T: 02 58583185; Terravision

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

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

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

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

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

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

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

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

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

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

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

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

### • Connection to Orio al Serio-Bergamo

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

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

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



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