

THE **WELCOME** MAGAZINE

MILAN

NOVEMBER 2021

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Milan | November 2021



Andrea Jarach
Publisher
Welcome
Smart Network

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**.

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



COVER IMAGE
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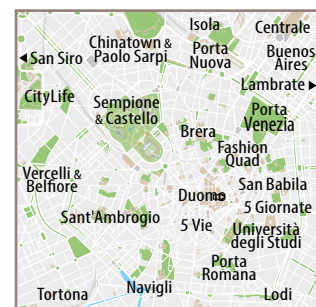
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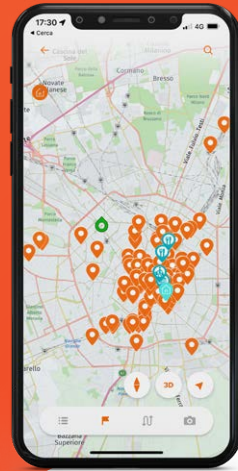
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Welcome Audio Map

A GIFT FROM WHEREITALIA

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Top in Town

SEE MAP
PAGE 46



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

GALLERIA VITTORIO EMANUELE II 2
Sometimes known as “the living-room of the Milanese”, this elegant, four-storey arcade, housing luxury cafés and famous designer shops, is covered by a glass barrel vault and a beautiful glass cupola. **Map F4**

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

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

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

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

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

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

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

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

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

NAVIGLI 10
The Navigli are artificial canals built 800 years

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

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

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

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

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

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

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

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.



PALAZZO FRANCESCO TURATI, UNTIL 31 DECEMBER

◀ DEDICATED TO NATURE

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

56th Wildlife Photographer of the Year

Palazzo Francesco Turati. Via Meravigli, 7. www.radicediunopercento.it

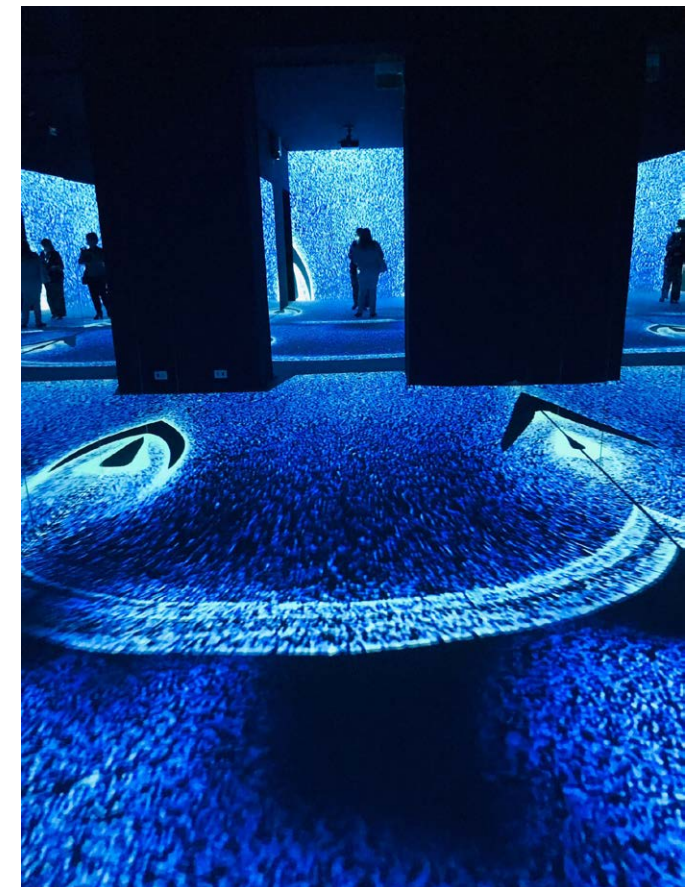


PALAZZO REALE, UNTIL 30 JANUARY 2022

▶ THE WORLD OF MONET

ART The flagship exhibition of the autumn season at **Palazzo Reale** is the monographic show dedicated to **Claude Monet**. It hosts 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. On show, the Monet's entire artistic career, from his early en plein air works and small format works to rural urban landscapes.

MONET. Palazzo Reale. Piazza Duomo, 12
www.palazzorealemilano.it – www.monetmilano.it



WELCOME | WHAT TO DO

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



MUSEO DEL NOVECENTO,
UNTIL 27 MARCH 2022

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

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

MARIO SIRONI. Sintesi e grandiosità.
Museo del Novecento. Piazza Duomo, 8.
www.museodelnovecento.org

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



LAST
DAYS

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
PH © GIOVANNI GASTEL



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



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



Museo del Novecento.
Galleria del Futurismo
Piazza Duomo, 8.
www.museodelnovecento.org

LEFT: PHOTO © MARGHERITA GNACCOLINI
BELOW: PHOTO © LUCA CARRÀ



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.

PALAZZO REALE, UNTIL 9 JANUARY

▼ **BETWEEN TINY AND IMMENSE**

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.

TULLIO PERICOLI. Frammenti
Palazzo Reale, Appartamento dei Principi
Piazza Duomo, 12. www.palazzorealemilano.it



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



Tulips by Jeff Koons

FONDAZIONE PRADA,
PERMANENT EXHIBITION

▲ **ATLAS, AN EVOLVING PROJECT**

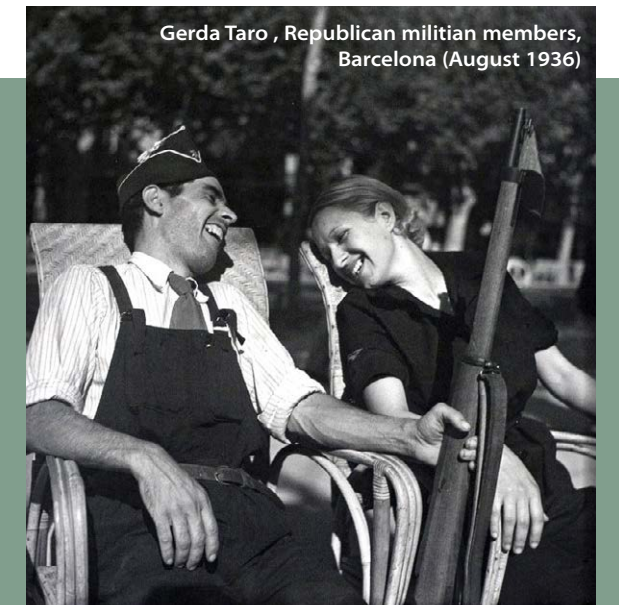
Inside 5 exhibition levels of Torre, project "Atlas" hosts works from the Prada Collection displayed in a sequence of environments incorporating solos and confrontations, created through assonances or contrasts, between artists such as Carla Accardi and Jeff Koons, Walter De Maria, Michael Heizer and Pino Pascali, William N. Copley and Damien Hirst, John Baldessari and Carsten Höller. In this photo: Tulips (1995-2004) by Jeff Koons, a bouquet of large coloured stainless steel flowers, part of the "Celebration" series.

Atlas. Fondazione Prada. Largo Isarco, 2.
www.fondazioneprada.org

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



Gerda Taro, Republican militia members, Barcelona (August 1936)

ENTERPRISE HOTEL, UNTIL 31 DECEMBER

▼ **A POP SHOW ON BERLUSCONI ENTREPRENEUR**

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

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



FUTURDOME, UNTIL 27 NOVEMBER

▲ **PHOTOGRAPHIC SCULPTURES NARRATING THE PLANET**

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

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

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



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



PHOTOS © ROBERTO MARCOSSI

PIRELLI HANGARBICOCCA, UNTIL 9 JANUARY 2022

▼ **PARADOXES OF CONTEMPORARY ERA**

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

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.

NEIL BELOUFA. Digital Mourning
Pirelli HangarBicocca. pirellihangarbicocca.org



PH © AGOSTINO OSIO



▲ **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

PINACOTECA DI BRERA

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

Via Brera, 28. pinacotecabrera.org
Compulsory bookings:
www.brerabooking.org



PH © CESARE MAOCCHI



OSSERVATORIO FONDAZIONE PRADA,
UNTIL 23 JANUARY 2022

▲ REALITY IS DIGITAL

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

FONDAZIONE PRADA-STURM&DRANG. A COLLABORATION BETWEEN FONDAZIONE PRADA AND GTA EXHIBITIONS, ETH ZURICHOSSERVATORIO FONDAZIONE PRADA, MILANOFOTO/ PHOTO: AFN

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



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

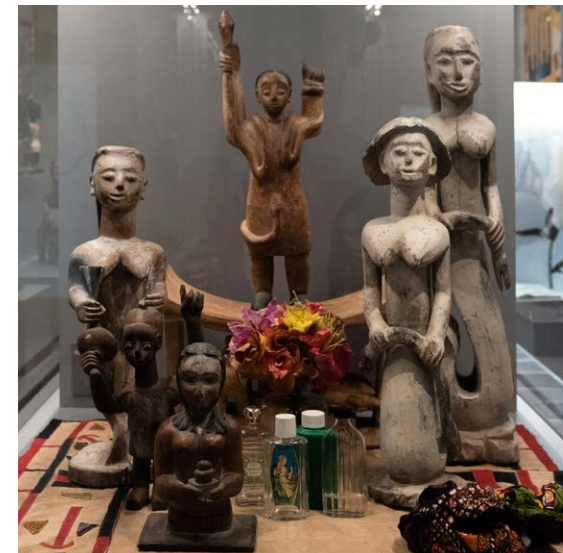


SEVERAL LOCATIONS,
17-21 NOVEMBER

BOOKS AND READING

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.

BookCity Milano 2021
Several locations.
bookcitymilano.it



PINACOTECA AMBROSIANA,
UNTIL 23 JANUARY 2022

► MILAN AND NAPOLEON

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.

NAPOLEONE ALL'AMBROSIANA. Percorsi della rappresentazione
Pinacoteca Ambrosiana
Piazza Pio XI, 2
www.ambrosiana.it



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
PHOTOS © CARLOTTA COPPO

WELCOME | WHAT TO DO

LAKE SIDE DESTINATIONS

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



Isola Bella (Lake Maggiore)

The shores of **Lake Maggiore** wash up on the banks of Piedmont and Lombardy in Italy, while its more austere northern basin lies in the mountainous region of Switzerland. The most famous island, lying just off **Stresa** – a small, elegant town, rich in neoclassic and liberty buildings and a shopping mecca boasting a myriad of boutiques – is **Isola Bella**, anchored like a fantastic ship-garden and dominated by the majestic Palazzo Borromeo, built in the 17th century and rich in art treasures, including the private collection of Milan's most famous aristocratic family. The Borromeo clan also owned **Rocca di Angera**, an imposing fortress (12th-17th century) boasting opulent ambiances, of which the most famous is the Sala di Giustizia. The "Rocca" also has a medieval garden (www.isoleborromeo.it).

Lucas as one of the evocative settings for the famous "Star Wars" series. Lying just a stone's throw northwest of Como is **Cernobbio**, a small fashionable resort frequented by the wealthy of Europe because of its deluxe hotel **Villa d'Este** and **Villa Erba** where director Luchino Visconti spent his childhood (www.villaerba.it). Continuing North, we find **Isola Comacina** a jewel of art and nature, rich in Mediterranean vegetation and one of the most important archaeological sites of the dark ages in Northern Italy (www.isolacomacina.it). In nearby Tremezzo, don't miss a visit to the Baroque-style **Villa Carlotta**, featuring an Italian garden and sculptures by Canova. At the junction of the

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

Don't miss a visit to the other lakes that are also easily accessible from Milan. These include **Lake Orta**, with the old Island of San Giulio, dominated by the Romanesque basilica, the Palazzo Vescovile and the monastery (by car from Milan: take the A26 autostrada and exit at either Borgomanero or Arona). Situated just moments from the lake, we find the UNESCO world heritage site of Sacro Monte di Varallo (16th century) with its magnificent basilica and reconstruction of the life of Christ in 45 chapels.

SANTA CATERINA DEL SASSO A hermitage perched on a rocky overhang

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

www.santacaterinadelsasso.com



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Leonardo3 Museum

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

open daily from 10 am to 6 pm

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



Open-air *Contemporary Art*

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

WELCOME | WHAT TO DO

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

“Needle, Thread and Knot”

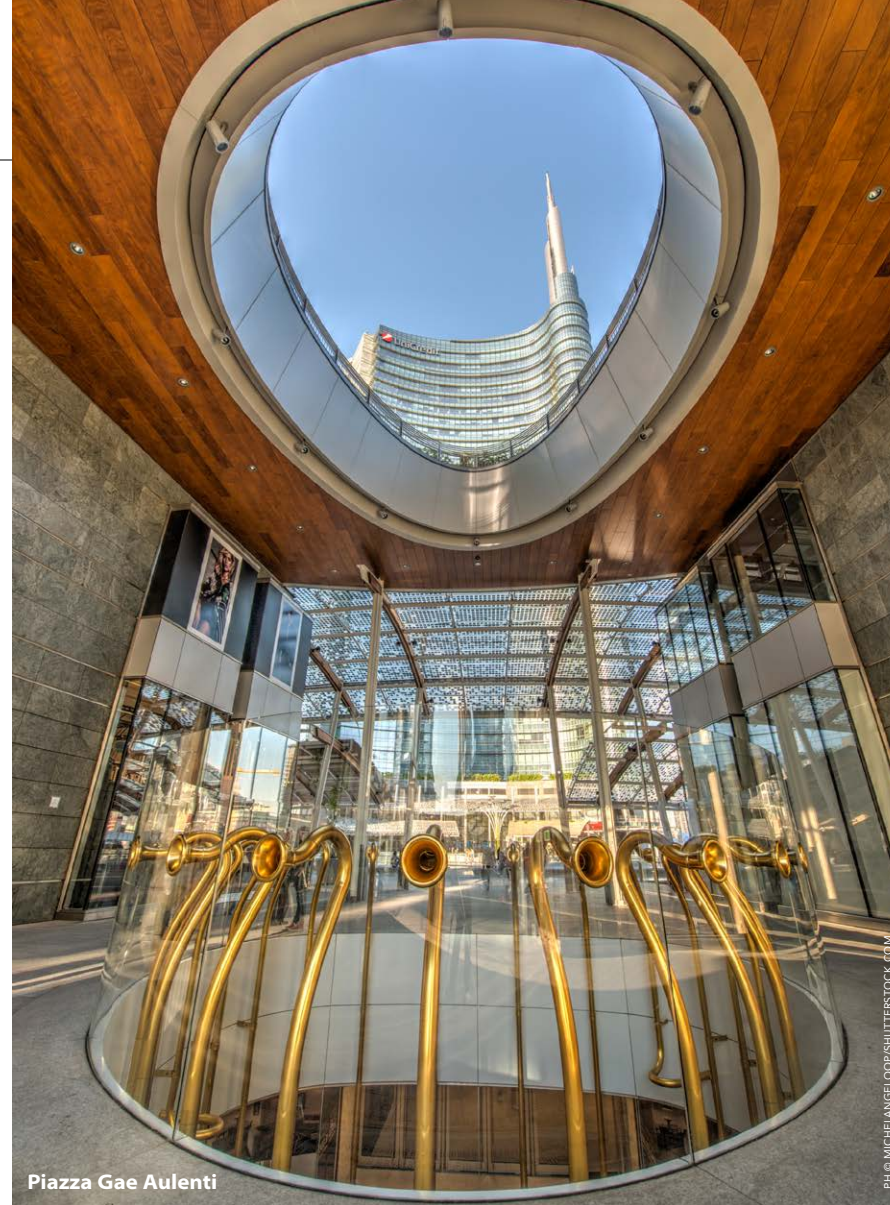
PIAZZA CADORNA

Places that are at a distance from each other, such as the fountain and the square of Cadorna Station, are joined together virtually by a yellow, red and green needle and knotted thread, a metaphor for the lines of the Milanese underground, which connected up the city as early as the 1990s. This is the meaning of the imposing work by **Claes Oldenburg and Coosje van Bruggen** that is visible outside **Cadorna railway station**.

‘Egg’

PIAZZA GAE AULENTI

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



Piazza Gae Aulenti

PH © MICHELANGELO/SHUTTERSTOCK.COM



Idroscalo

PH © COSMO LANEA



Piazza Cadorna

PH © DIZIOTO/SHUTTERSTOCK.COM



Piazza Meda

PH © DELIO AN DREA/SHUTTERSTOCK.COM

‘L.O.V.E.’

PIAZZA AFFARI

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

Graffiti

Graffiti are among the undisputed protagonists of Milanese contemporary art. All areas of the city, particularly those around the **San Siro Racecourse**, are dotted with masterpieces by the exponents of local street art. Look out for them; they deserve much more than a photo.

Bagni Misteriosi

GARDENS OF THE TRIENNALE

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

La Mela Reintegrata

CENTRAL STATION

Heading towards the **square outside the Central Station**, why not stop for a while

to look at the large white apple made of marble powder and metal in the middle of it. It's “La Mela Reintegrata” by **Michelangelo Pistoletto**, a curious allegory of a future in which science and technology finally blend with nature.

‘Grande Disco’,

PIAZZA MEDA

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

‘Il grande Toscano’

PIAZZA DEL CARMINE

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

Parco dell'Arte

IDROSCALO

Just a few minutes from the city, the **Idroscalo** is a great idea for a trip into nature. Along the banks of the reservoir for swimming, a

permanent open-air museum immersed in a marvellous natural setting stretches out for more than a kilometre, with sculptures by contemporary artists of international renown; it is known as the “Park of Art”.

>> **Discover more on**
luoghidelcontemporaneo.beniculturali.it



Stazione Centrale

PH © STANISLAVA KARAGYOZOVA/SHUTTERSTOCK.COM



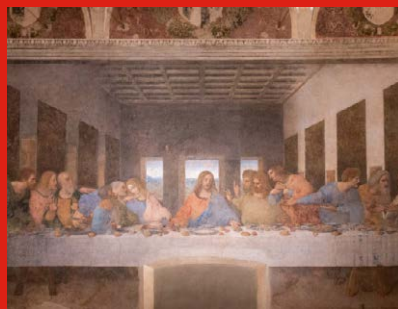
Piazza del Carmine

PH © JOLANTA WOJCIK/SHUTTERSTOCK.COM

[WELCOME TO ITALIA]

Dream experiences

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



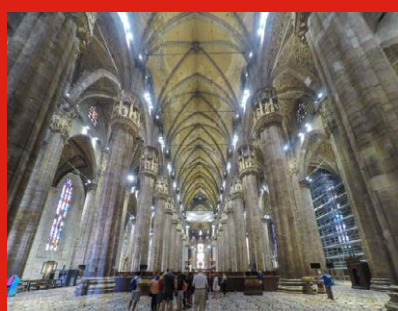
PRIVATE LAST SUPPER EXPERIENCE

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



VIP DUOMO CATHEDRAL PRIVATE EXPERIENCE

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



PRIVATE MILAN EXPERIENCE

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



FRANCIACORTA TASTING WITH PICNIC

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

THE SPECIAL ONES

BELLAGIO AND VARENNA, PEARLS OF LAKE COMO

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



BUBBLES ON THE LAKE

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



ROMANTIC TOUR ON LAKE COMO

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



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ITALIA
THE ONLINE GUIDE TO DISCOVER AND ENJOY ITALY
www.welcometoitalia.com



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.

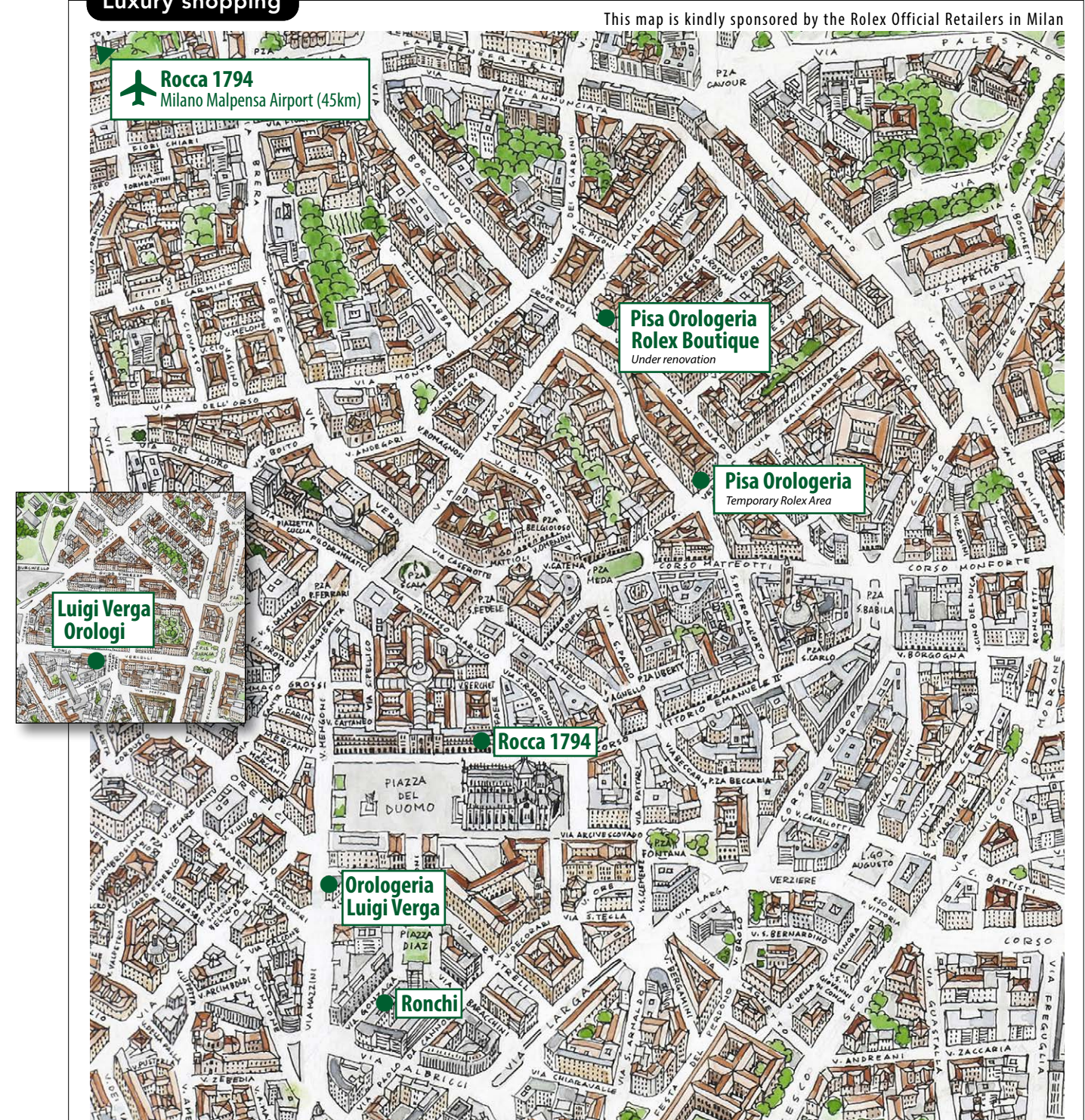
Known for its research and scouting activity of the most interesting international brands to be distributed in Italy, the **historic brand Moroni Gomma** celebrated its first **100 years** this year with the opening of a showroom in **Brera**: the new concept store offers the best selection of items found only in the world's most famous design shops - from Conran shop in London to MoMA in New York - and has now become the ideal destination for those who love original and **sought-after design objects and gift**

ideas, favouring items with a high component of **whimsy, functionality** and, of course, **design**. The collections change according to the flow of 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 for those looking for something different and unusual in a **mix of tradition and novelty**. The Corso Garibaldi showroom is a colourful and intriguing microcosm that is impossible to resist, displaying useful and fun items for the **kitchen, table, office and leisure**, with great attention paid to all the brands distributed exclusively in Italy. Among the **new ideas for the home and the person**, not to be missed are the **green proposals** for autumn-winter 2021 that range from pochettes and tote bags with floral prints to small indoor greenhouses, from rugs and placemats to backpacks-bags in an eco-chic key.

>> moronigomma.it
Corso Garibaldi, 123. T: 02 796220. Map F2



Luxury shopping



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

Rocca 1794
Milano Malpensa Airport (45km)

Pisa Orologeria Rolex Boutique
Under renovation

Pisa Orologeria
Temporary Rolex Area

Luigi Verga Orologi

Rocca 1794

Orologeria Luigi Verga

Ronchi

Official Retailers in Milan



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

► **Orologeria Luigi Verga**
Via G. Mazzini (Piazza Duomo)
T: 02 8056521

► **Luigi Verga Orologi**
Corso Vercelli, 19
T: 02 48198656

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

► **Ronchi**
Via Gonzaga, 5
T: 02 877449

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.



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

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



STREET OF TIME

In Milan, there are many evocative locations where **jewellery collections** are designed and handcrafted: exclusive lines that accompany those wearing them on a day-to-day basis, accentuating and highlighting their personalities. Discover the best spots to buy exquisite **"made in Milan" craftsmanship**, a **precious silver** or **gold jewel**, a **hand-made diamond** encrusted accessory, or maybe a gift for your beloved one.



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



WINDOW
1,5 h
SHOPPING

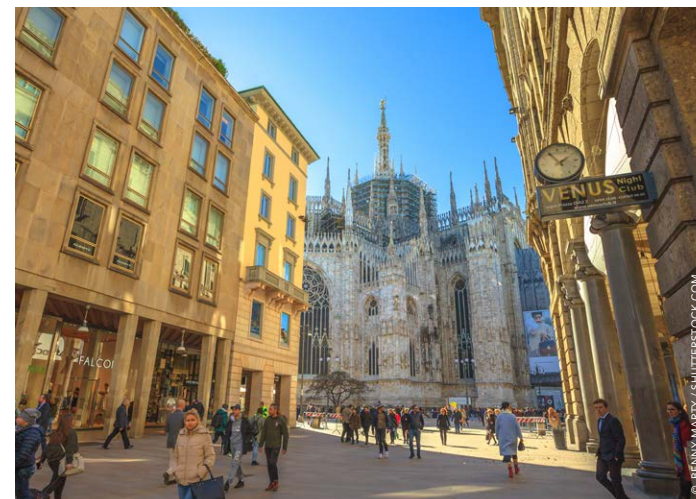
THE LEGENDARY MONTENAPOLEONE

Although high-end purchases can be made in any part of the city, several urban areas are also entirely given over to the business of luxury shopping. First and foremost, the **Quadrilatero della Moda** or **Golden Quad**, situated just east of the Piazza della Scala and a short distance on foot from the Duomo. This is where all the big designer names and most luxurious stores in the world cluster. The Quadrilatero set amidst four of Milan's **most expensive and prestigious shopping streets**, namely via Montenapoleone, via Manzoni, via della Spiga and corso Venezia. It is here that the most important **fashion designers** of international repute offer their luxurious creations. It's a real open-air shopping mall, where **haute couture** takes centre stage and a profusion of **eye-catching window displays** will make the eyes of even the most hardened fashionistas sparkle. Here, in the space of just a **few hundred metres**, you'll find everything your heart desires, including boutiques, museums, restaurants and luxury hotels. If fashion is your thing and you're interested in learning more about its history, then a visit to Palazzo Morando (www.costumemodaimagine.mi.it), the headquarters of the museum of costumes, fashion and image, is an absolute must. Discover the world of fashion and glamour in this unique, magical **pedestrian precinct** (also featuring a number of small side streets dotted with glam boutiques). Well worth exploring from top to bottom.

CORSO VITTORIO EMANUELE & VIA TORINO, TRENDY SHOPPING

WINDOW
2,5 h
SHOPPING

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



PETTINAROLI

ADVERTORIAL

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

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

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. In addition to being packed with several of Milan's most famous attractions, this area is home to **myriad shops**, including big-name fashion brands, **historic 'botteghe'** and some of the city's most sought-after **cafés, bars and eateries**. In the space of just a few kilometers you'll find the Duomo, the Galleria, Teatro alla Scala, the Castle, the ancient Basilica di Sant'Ambrogio, as well as sporadic traces of 'Roman Milan', the first settlement and the predecessor of present-day Milan. In the immediate vicinity, overlooking the various sides of the large square surrounding it, you'll find several of the world's most exclusive addresses. For the **ultimate one-stop shopping experience** look no further than the Rinascente flagship store (under the arcades): an amazing array of fashion items under just one roof! By walking just a few steps from the Cathedral, in a north-westerly direction, you'll reach the **Castello Sforzesco**, another of the city's most symbolic monuments. The castle was the residence of the ruling families in Milan between the Middle Ages and the Renaissance. Today, it hosts several museums and one of the city's best-loved green spaces.



THE GALLERIA, A FASHION VICTIM'S PARADISE

WINDOW
30 min
SHOPPING

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

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

CORSO VERCELLI, A CHIC DISTRICT

WINDOW
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 with small shops just waiting to be discovered in a **distinctive atmosphere** that is further enhanced by the passage of **historic trams** giving this street an almost **retrò flavour**. This is one of Milan's most upmarket districts: a **residential area**, still inhabited by Milan's upper crust, it epitomizes the traditional soul of the city and is distinguished by its air of sophistication, elegance and stunning

residential architecture. Here you will come across several trendy shops for all tastes, offering clothing, footwear, home décor and eateries. What's more the area is located just a stone's throw from one of Milan's most important attractions: the **Last Supper**, Leonardo da Vinci's masterpiece admired each year by millions of visitors, the **Parco Sempione**, and the **Triennale di Milano** are also within easy walking distance, and, if you're feeling energetic, you can easily push onwards until you reach the **Castello Sforzesco**.



Advertorial

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**.

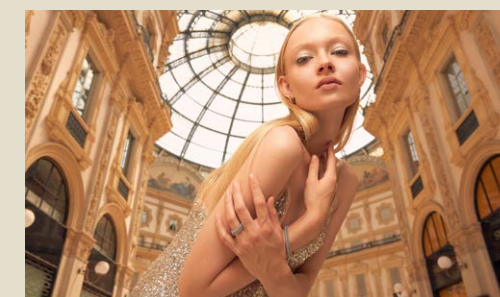
Della Fonte Gioielli

Corso Vercelli, 37. T: 02 4815654. Map C4
www.dellafontegioielli.com

✉ info@dellafontegioielli.com
@ [dellafontegioielli](https://www.instagram.com/dellafontegioielli)
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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.

NAVIGLI, NICHE SHOPPING



Real Milanese trendsetters, those who would never dream of mingling with the crowds, shop in the **Ticinese area** and surrounding neighbourhoods. Here, amongst the columns of **San Lorenzo** and the **Navigli**, you'll find numerous trendy boutiques, niche labels and small vintage shops where, if you know how to look, it's still possible to bag a bargain and find showrooms that sell to the public. Together with Brera, the **Navigli** is one of the most **picturesque districts** in old Milan. A favourite haunt of the locals for the city's cherished aperitivo ritual, the **Navigli and the Darsena** – the city's recently restructured old mercantile port – are a must-visit stopover for visitors to Milan, who will find themselves seduced by the artistic atmosphere of its numerous painters' studios. If you're interested in discovering the city from a different perspective, treat yourself to a picturesque cruise on the Navigli (www.milancanalcruises.it).



CORSO BUENOS AIRES, THE LONGEST SHOPPING STREET IN EUROPE

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



BRERA, THE ARTISTIC HEART OF THE CITY



This centrally located district is named after **via Brera** which, since the 18th century, has housed the famous Accademia di Belle Arti. One of the liveliest areas in the city, it was formerly populated by **artists and bohemians** and still, today, retains its **characteristic atmosphere**. Its narrow cobbled streets host a number of interesting chic **antique shops, galleries, cafés, restaurants and bars**. If this is where you're headed, make sure to wear 'flatties', these cobbled streets were not originally designed for heels! The area is expanding rapidly and its neighbouring streets, including **Corso Garibaldi** and **Corso Como**, are home to several of the trendiest addresses in the city. In fact, as you walk through this historic district, you will be struck by the almost surreal atmosphere, and a treasure trove of **small artists' workshops**, quaint shops selling canvases and paints and **antique shops** of this area. Highlights include the masterpieces at the Pinacoteca, the historic Biblioteca Nazionale Braidense, the Astronomical Museum, the oldest institute of scientific research in the city, and the Botanical Gardens, an evocative green oasis in the heart of the city. Brera never ceases to amaze and now, in addition to its picturesque artists' workshops, countless boutiques showcasing rare essences are springing up, transforming Brera into a **'district of Artistic Perfumery'**.

» INSIDER TIP

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

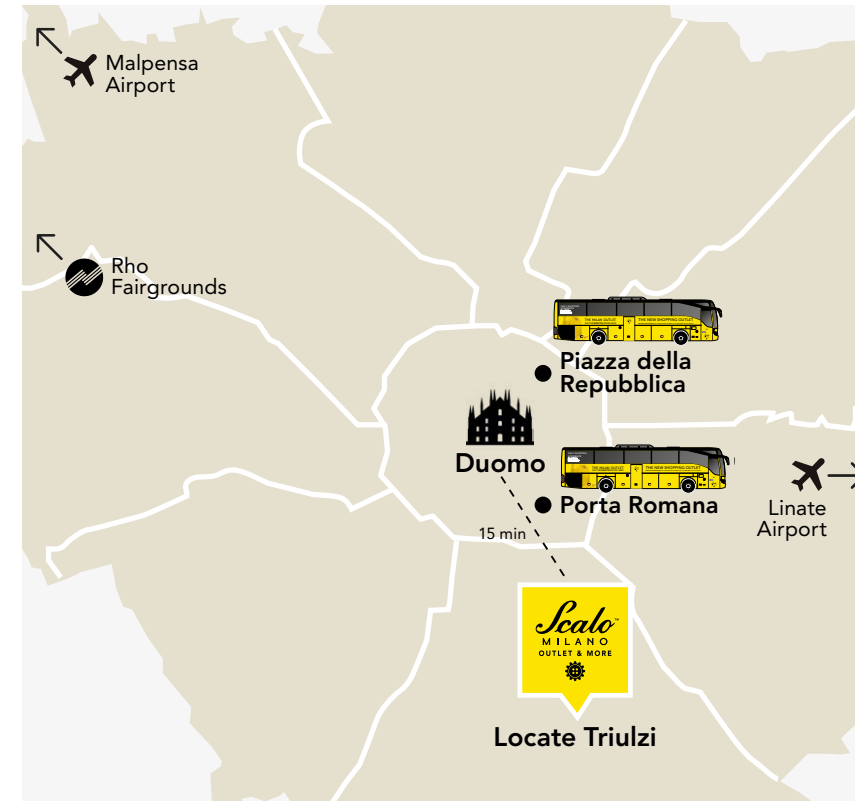
Outlet & More



Scalo Milano Outlet & More

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

Discover more on scalomilano.it



Tax Free Refund Guide

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

- VAT (in Italian: IVA) is a **value added tax** on goods and services, and is part of the European Union's value added tax system.
- In some cases, travellers may be granted a **VAT refund**. This refund does not cover the services supplied by hotels, restaurants, taxis or agencies.
- You may be eligible for a VAT refund provided that:
 - you are a **non-EU resident**;
 - the goods purchased are intended **for personal or family use** only and are carried in your luggage;
 - the overall value of the goods purchased exceeds **154,94 Euro** (VAT included);
 - the purchase is certified by an **invoice**. This invoice should include a description of the goods purchased, your personal information as well as the details of your passport or any other equivalent document;

- the goods shall leave the EU territory by the **third month** following the date of issue of the invoice, as proved by the **"customs stamp"**;
- from 1 September 2018, tax free invoices in Italy must be electronically transmitted by the national seller to OTELO information system (**Online Tax Refund at Exit: Light Lane Optimization**) and their validation is digitally carried out.
- after the digital "customs stamp" is obtained, OTELO will send a message to the retailer that all the requirements are met and, as a consequence, the retailer will reimburse the amount due or will settle the tax relief.
- the invoice is **returned to the Italian retailer** within four months after the purchase was made. If the invoice is stamped by other EU countries, it needs to be brought to the shop retailer by the fourth month following that of the purchase.
- The goods purchased and the relevant invoice must be **shown at the customs** exit point when leaving EU territory (if you intend to pack the purchased items into your check-in luggage, you must go to Customs **BEFORE checking in**).
- After leaving EU territory, the traveller must return the original invoice, regularly endorsed by the customs office, to the Italian retailer. Said invoice must be returned within four months from the date when the

- document was issued.
- The refund can be made **directly by the Italian retailer** (however, make sure that the shop you've chosen displays a "Tax Free Shopping" or "Euro Tax Free" sign in its window).
- Several **Tax-Free companies are able to offer immediate VAT cash refunds** when the goods leave either Italian or EU territory (thus exonerating the passenger from having to return the invoice to the retailer). However, this procedure only applies at major international airports or main border crossings. **Most major department stores have Tax Free Refund offices**.
- The services provided by Tax-Free companies imply the payment of a small administrative sum which is **directly deducted** from the amount of VAT refunded to the traveller.
- In the event of a traveller not receiving a VAT refund within a reasonable period of time, he or she should re-contact the Italian retailer or one of the aforementioned companies.
- However, please note, VAT cannot be refunded directly by customs offices.

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

[DAILY TOURS]

Fashion and design outlets

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



Scalo Milano Outlet & More

FIDENZA VILLAGE

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

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

FOXTOWN FACTORY STORES

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

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

FRANCIACORTA VILLAGE

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

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

SERRAVALLE DESIGNER OUTLET

The largest Designer Outlet in Europe, it is located just 50 minutes away from Milan.

Its beautiful setting combines all the appeal of luxury designer brands with the beauties of the surrounding Piedmont countryside and the Ligurian Riviera. McArthurGlen also boasts "Barberino" near Florence, "Castel Romano" near Rome, "La Reggia" near Naples and "Noventa di Piave" close to Venice.

- **WHERE:** take the A7 Milano-Genova motorway and exit Serravalle Scrivia.
- **WHAT:** a unique shopping experience with 300 of your favourite designer brands for up to 70% less all year round. McArthurGlen.it/Serravalle

VICOLUNGO THE STYLE OUTLETS

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

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

SCALO MILANO OUTLET & MORE

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

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

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

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



SCALO MILANO OUTLET & MORE

A shuttle service runs from the centre of Milan to Scalo Milano with 3 daily departures. Bookable everyday at scalomilano.it

>> **Departure from Piazza della Repubblica by Frigerio Viaggi**
www.scalomilano.it

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

Five reasons why



1.

MILANESE STYLE ICONS

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

Alessi



Kartell

Borsalino



Calligaris



Piquadro



Fratelli Rossetti

2.

YOUR FAVOURITE BRANDS

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

3.

JUST 15 MINUTES FROM DOWNTOWN MILAN

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



4.

PAYMENTS & TAX-FREE SHOPPING

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



EXCLUSIVE SERVICES

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

S13 LOCATE DI TRIULZI

DAILY SHUTTLE BUS FROM P.ZZA REPUBBLICA (NEWSSTAND)
NEW STOP P.TA ROMANA M3

scalomilano.it

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 on your trip to Italy. This month too, the Centre is ready to welcome its visitors for a **shopping experience** to be lived in total **safety**.

A WORLD OF GLAMOUR. Located in the area of Monferrato, where the Gavi wine is produced, Serravalle Designer Outlet is surrounded by **enchanting scenery** including castles, excellent dining venues and renowned wines. The architectural style of the Centre has been designed as a natural extension of **Ligurian architecture**, with fountains and sculptures created by leading contemporary artists, wide avenues and a **relaxing atmosphere**. In this beautiful setting, the Centre is a magnet for **glamour and luxury**, easily accessible from Milan.

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, Roberto Cavalli to the new entries 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. A day of shopping should not be complete without a **tasteful stop**. 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.

SERVICES. Discover the many services offered by the staff at Serravalle Designer Outlet. **Guest Services** to get all the information about the outlet and its surroundings. **International payment** options and language speaking staff. **Free Car park** and Premium Parking, charging station for electric cars, free wi-fi throughout the Center, beauty and hairdressing saloon, ATM and courtesy kit for pets. Children are welcomed in the new **Play Land** area 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.



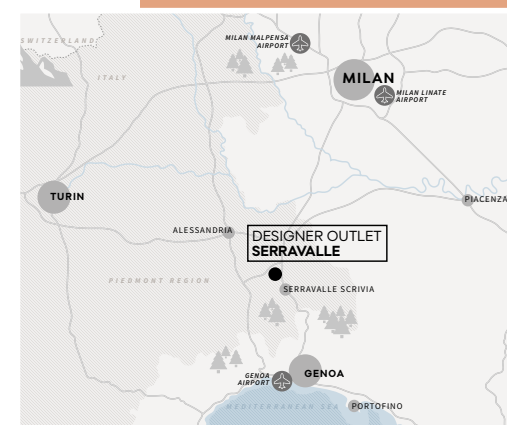
» **STEP INTO A BRIGHTER AUTUMN TOGETHER.** This season, Serravalle Designer Outlet welcomes visitors to celebrate the Autumn and make it a time of discoveries. A time to experience the joy of a prestigious designer shopping experience with fashionable styles to suit all tastes.

THIS PAGES ARE KINDLY SPONSORED BY SERRAVALLE DESIGNER OUTLET

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 for full options and to book your Shuttle or Limo service.



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

TOGETHER WE'RE SAFER

The Centre is open Monday to Sunday from 10am to 8pm. In accordance with current good practice, in line with local and national guidelines to manage and reduce the risk of transmission of Covid-19, visitors are strongly encouraged to wear a face mask. For any indoors catering activities, including table service, it is mandatory to have a valid Covid-19 green EU certificate.



Get 10% off

Make the most of your day at Serravalle: **take a picture of this QR Code** below and show it 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.

Tasting

FOOD & WINE

NEW
OPENING



A new food experience is born

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

The proposal of the "Autentico" store, right in front of the **Cenacolo Vinciano** in Corso Magenta, is unique in the Milanese panorama. In the **new boutique** you can buy a selection of **Italian gastronomic excellences** with strong territorial ties, having the opportunity not only 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, and allows you to get to know a world of **values, cultures and identities**. Thanks to the Made4Italy by UniCredit programme (which aims to promote an integrated tourism-agriculture system), customers will also have the opportunity to **experience the products directly in their places of origin**, through the people who give life to what makes Italy so extraordinary. *Open Tues-Sun, 10am-8pm.*



>> Autentico
www.autentico-store.it
Corso Magenta, 69
(Piazza Santa Maria delle Grazie)
Mob: 366 6453731. Map D4

[EDITOR TIPS]

Dining at the top

True Roman cuisine

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



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



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

Advertorial

Roman cuisine with dehors

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



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



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

Advertorial

Milanese tasting

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

RISOTTO ALLO ZAFFERANO

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

COTOLETTA ALLA MILANESE

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



Ristorante Da Giannino

PH © CARMINE ARRICHIELLO

TRIPE (OR BUSECCA)

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

CASSOEULA

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

MONDEGHILI

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

PANETTONE

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

Mondeghili



PH © ALTISSIMOAGETO



Cassoeula

PH © STEFANO TRIUZZI



Tripe

PH © LORENZO CHINI



Cracco

the most romantic is the story linking its invention to Ugo, a young falconer employed by Prince Ludovico il Moro. Ugo yearned to conquer the heart of the daughter of a poor baker named Toni. To win her over, the nobleman disguised himself as a baker and invented a rich bread in which he added to the flour and yeast, butter, eggs, dried raisins and candied lemon and orange peel. The fame of the bread spread far and wide and became known as "**Pan del Toni**" (Toni's bread). According to history, the tradition of panettone is documented by a manuscript conserved at the Biblioteca Ambrosiana dating back to the 15th century. Already at that time, on the night of 24 December, it was customary for the pater familias to place a huge log in the fireplace and to slice the large loaf of bread which he then distributed among those present.

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

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



PH © NELEA33/SHUTTERSTOCK.COM



PH © AFRICA STUDIO/SHUTTERSTOCK.COM

» INSIDER TIPS

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



Hot air balloon in the skies of Lombardy

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

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

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

>> For info: www.aeronord.aerostati.it/mongolfiere.html - bit.ly/mongolfieraticino
info@aeronord.it - www.oasicagrande.it
T: 02 26227112.



Milan is the home of the Aperitivo

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

The Aperitivo, the beloved Milanese tradition of pre-dinner drinks, is accompanied by complimentary "stuzzichini" and an all-you-can-eat buffet. Spreads range from traditional olives, nuts, cheeses and potato chips to awesome pasta dishes, "bruschetta", cold cuts, crudités, raw fish and fruit salads. Generally, lasting **for 3 hours from 6 to 9pm** (though most people rarely get there until 7pm), the aperitivo scene has become an **evening meeting** for people of all ages. Cocktails – alcoholic or not – are expertly mixed and a Negroni, Negroni sbagliato (a delicious mix of prosecco, red vermouth and Aperol instead of gin) or a Spritz are **Milanese specialties**. Favourite beverages consumed during this beloved tradition in Milan include also the city's renowned Martini, Prosecco or Campari, accompanied by an all-you-can-eat buffet.

TYPES OF VENUES

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

WHERE TO GO

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



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

AFTER THE APERITIVO...

In fact, during aperitivo hour, people start thinking about **where to go for dinner**, in a city boasting a highly eclectic offer. There are **three main areas** dedicated to nighttime entertainment featuring a concentration of venues:
 • **Navigli District**: an area characterized by places offering live music, patronized by artists, models, musicians and university students. Must-try options are its boat bars and the area's old osterie where you can sample an array

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

INSIDER TIPS

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



Itineraries

LANDMARKS & MUSEUMS



In the footsteps of Leonardo

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

building in **corso Magenta** that still retains its Renaissance appearance intact. The **House and Vineyard museum tour** is divided into seven designated areas (the courtyards of Piero Portaluppi, the Zodiac Hall, the Luini Hall, Ettore Conti's studio, the Staircase Hall, the Garden of Earthly Delights – the novellas of Matteo Bandello and Leonardo's Vineyard). The tour is enhanced by audio guide commentary and descriptive panels located along the way. Lasting for roughly 30 minutes, the tour caters to groups consisting of a maximum of 25 people every 15 minutes. Audio guides are available in 10 languages (English, German, French, Spanish, Japanese, Korean, Portuguese, Chinese, Russian and Italian) plus a version in Milanese dialect. Open daily from 9am to 6pm.

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



Zodiac Hall

PHOTOS © FILIPPO ROMANO

LANDMARKS

Duomo

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

Castello Sforzesco

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

Galleria Vittorio Emanuele II

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

Last Supper

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

Teatro alla Scala

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

Navigli

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

Porta Nuova

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

St. Ambrose Basilica

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

San Maurizio al Monastero Maggiore

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

Cimitero Monumentale

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

MUSEUMS & EXHIBITION SITES

Ambrosiana Picture Gallery and Library

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

Gallerie d'Italia-Piazza Scala

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

GAM | Galleria d'Arte Moderna

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

Leonardo3 – The World of Leonardo

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

MUDEC | Museum of Cultures

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

Museo del Design Italiano

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

Museo del Duomo

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

Museo del Novecento

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

Museo di Storia Naturale

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

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

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

Museo Poldi Pezzoli

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

Museo San Siro

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

Palazzo Reale

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

Pinacoteca di Brera

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

Prada Foundation

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

Shoah Memorial of Milan

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

Triennale Milano

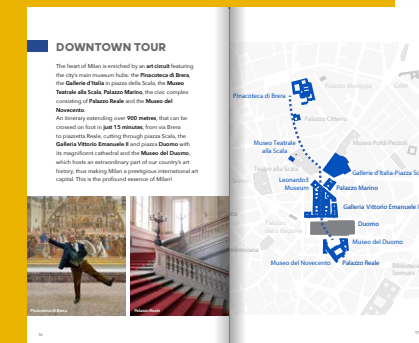
One of the most vibrant exhibition centres in the city, it owns the most important permanent collection of design works and has a superb media library on design, art and architecture. www.triennale.org. **Map D3**

WELCOME GUIDE

MUSEUMS DISCOVER & ENJOY

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

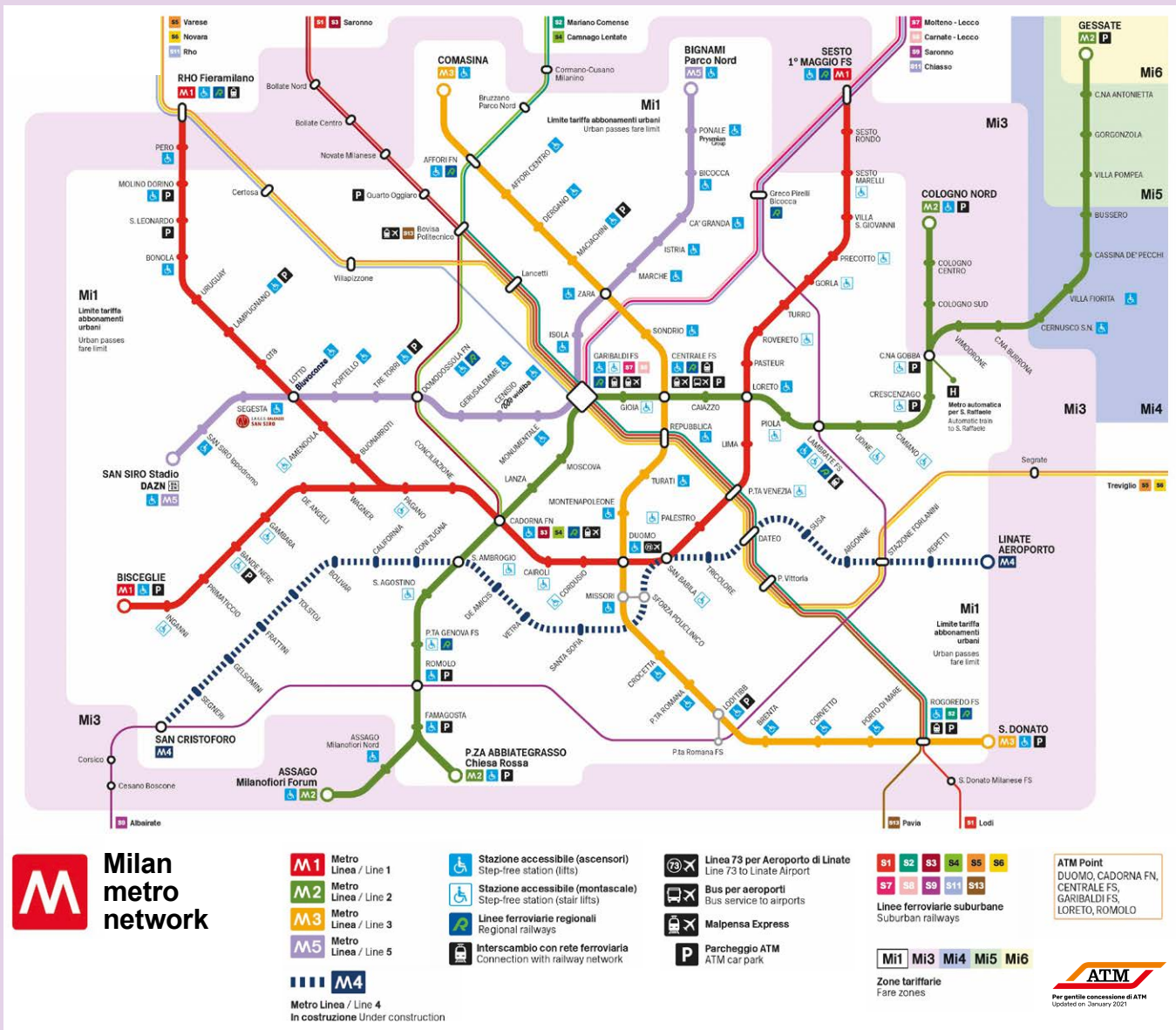
For info: www.proeditore.it/welcome-guide



Essentials

MAPS & INFO

FOR MORE LISTINGS VISIT WWW.WHEREITALIA.COM/MILAN



GETTING AROUND MILAN

ATM - Azienda Trasporti Milanese - Local Public Transport Company

Open daily 7.30am-7.30pm. www.atm.it. T: 02 48607607.

Lost and Found on ATM Vehicles:

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

Ordinary ticket (2€) Valid for 90 minutes.

Day ticket (7€) Valid 24h. Unlimited travel on buses, trams and the metro.

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

Unlimited travel on buses, trams and the metro.

Check rates for the extra-urban subway.

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

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

BIKE SHARING - Public bicycle transport system to be used for short trips. Available everyday, from 6am to midnight. www.bikemi.com

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

CITYSIGHTSEEING MILANO HOP ON-HOP OFF

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

Tourist Information

INFOPOINT - TOURIST OFFICE OF MILAN Piazza Duomo, 14

Multilingual tourist assistance and information; free distribution of maps and brochures. Open Mon-Fri 9am-7pm; Sat-Sun and holidays 10am-1pm. T: 02 88455555 - www.yesmilano.it infotourist@comune.milano.it

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

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

A highly-digital environment created to "immerse" visitors into a multi-sensory and technological experience. Open Mon-Fri 9am-6.30pm; Sat-Sun and holidays 1.30pm-5.30pm T: 02 85155931 - www.yesmilano.it - infotourismspace@mi.camcom.it

Emergency

• EUROPEAN EMERGENCY NUMBER. 112

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

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

📍 Street markets (see map page 46)

1. FIERA DI SINIGAGLIA STREET MARKET -

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

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

2. NAVIGLIO GRANDE ANTIQUE MARKET -

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

3. MERCATINO FILATELICO (STAMPS AND COINS) -

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

4. VIALE PAPINIANO STREET MARKET -

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

5. ANTIQUE AND SECOND-HAND BOOK MARKET -

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

6. CASCINA CUCCAGNA -

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

7. EAST MARKET -

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

8. MERCATINO ANTIQUARIATO E BROCCANTAGE DI BRERA

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

9. VIA FAUCHÉ STREET MARKET -

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

10. MERCATO DEL SUFFRAGIO -

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

Trains

TRENITALIA - National Railway Company

Info T: 892021. www.trenitalia.com Milan offers fast-track access to major cities across Italy thanks to its high-speed trains. • Turin: 55 min • Bologna: 1 hour • Florence: 1 hour 40 min • Venice: 2 hours 35 min • Rome: 2 hours 55 min • Naples: 4 hours 15 min For more info about the **Italy-Switzerland railway connections**: www.trenitalia.com or www.ffs.ch.

UNIQUE | FAST TRAINS NETWORK FROM MILAN



ITALO - High Speed Rail. Info T: 060708. Italo Assistance T: 892020. www.italotreno.it

TRENORD - Malpensa Express - Regional & Suburban Railway. Info T: 02 72494949. Mon-Sun 7am-9pm. www.trenord.it. The **MALPENSA EXPRESS**

(www.malpensaexpress.it) links the centre of Milan with the intercontinental hub at Malpensa Airport (Terminal 1 & Terminal 2) with 146 trains a day, between 4.27am and 00.20am. 68 trips to and from **Milano Centrale** (also stopping at **Milano Porta Garibaldi**) and 78 to and from **Milano Cadorna**.

Airports

MILANO MALPENSA (MXP) -

(45 km from the centre of Milan - A8 direction Varese). Flight and bus info T: 02 232323. www.milanomalpensa-airport.com • **Connection to Milano Malpensa Bus** > from the Central Station (Stazione Centrale, corner Piazza IV Novembre). Travel time 50'. Air Pullman (www.malpensaexpress.com) Ticket € 10. T: 02 58583185; Terravision

(www.terravision.eu) € 8; Autostradale (www.autostradale.it) Ticket € 8. T: 02 72001304. **Train** > from the Central Station (Stazione Centrale). Travel time 50' ca. It is possible to reach Malpensa also from the Garibaldi FS Station. Ticket € 13. www.trenitalia.com **Train** > from Cadorna Station. Travel time 40' ca. Trenord (www.malpensaexpress.it). Ticket € 13. (www.trenord.it). T: 02 72494949.

MILANO LINATE (LIN) - (6 km from the centre of Milan). Flight information 24h-24h T: 02 232323 (call center). www.milanolinat-airport.com

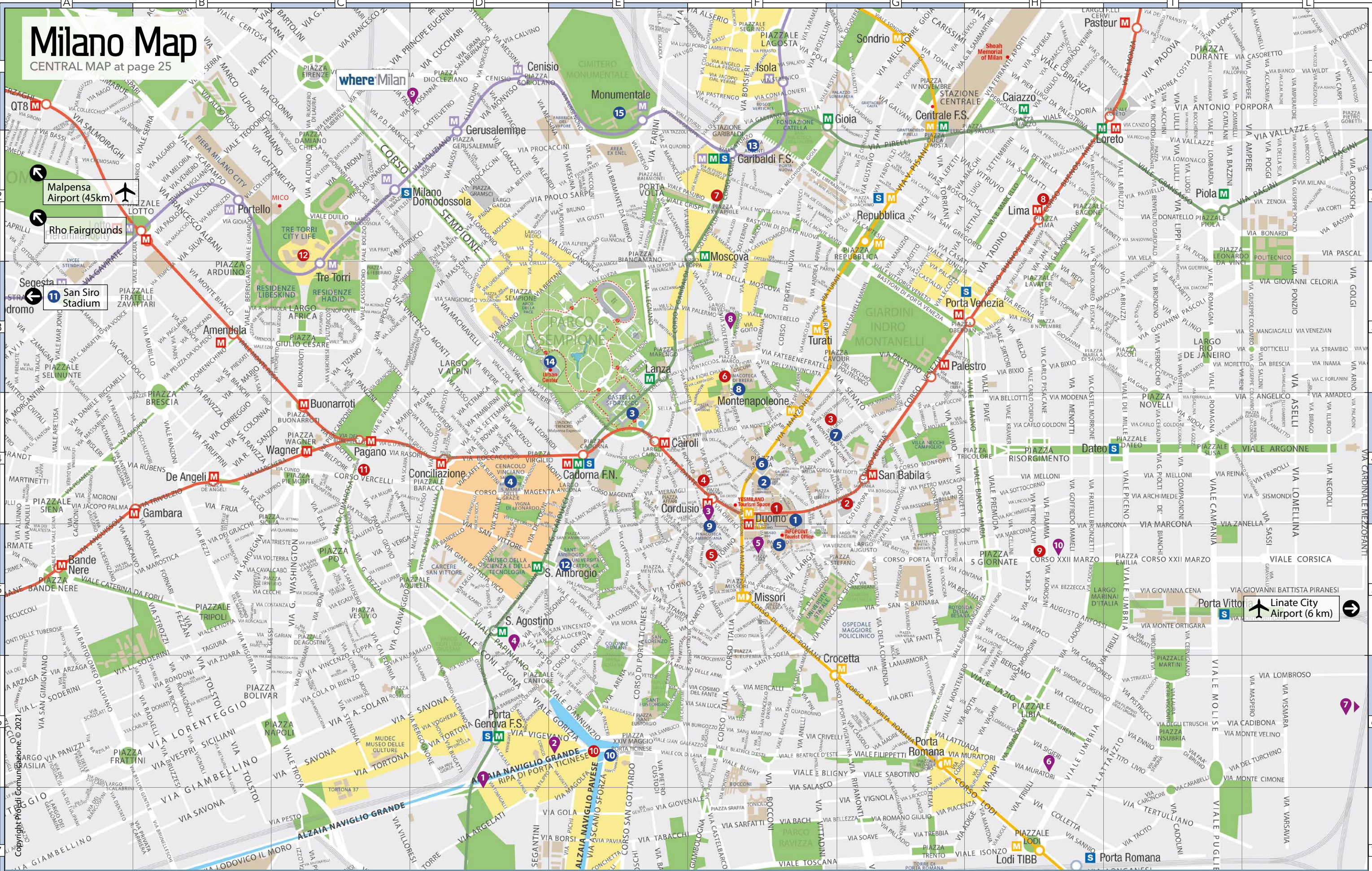
ORIO AL SERIO (BGY) -

(45 km from the centre of Milan - A4 direction Bergamo). Flights and bus info 24h-24h. T: 035 326323. www.orioaeroporto.it. • **Connection to Orio al Serio-Bergamo** Bus from the Central Station (Stazione Centrale, corner Piazza Luigi di Savoia). Travel time 60'. Orioshuttle (www.orioshuttle.com). T: 035 330706; Autostradale (www.autostradale.it). T: 035 322915; Terravision (www.terravision.eu) Ticket € 5.

Milano Map

CENTRAL MAP at page 25

where Milan



LEGENDA

SHOPPING AREAS	1 Duomo-Galleria Vittorio Emanuele II	3 Via Montenapoleone - Quadrilatero	5 Via Torino	7 Garibaldi-Corso Como	9 Corso XXII Marzo	11 Vercelli-Belfiore-Marghera	TOP IN TOWN See page 4	ENTERTAINMENT AREAS	Navigli (G8-G9) Brera (H5) Corso Garibaldi & Corso Como (H3) Porta Venezia (G3-H3) Arco della Pace-Piazza Sempione (F4-G4) Isola (H1-H1) CityLife (C2-C3) Porta Romana	LEONARDO DISTRICT
	2 Corso Vittorio Emanuele II	4 Via Dante	6 Brera-Solferino	8 Corso Buenos Aires	10 Navigli-Porta Ticinese	12 CityLife Shopping District				

[ONLY AT PREMIERE HOTELS IN MILAN]

The Welcome Magazine

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Bulgari Hotels & Resorts (L) – Via Privata Fratelli Gabba, 7/b • F4
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Excelsior Hotel Gallia (L) – Piazza Duca d'Aosta, 9 • G2
Fifty House Cellini – Via B. Cellini, 14 • H4
Four Seasons Hotel Milano (L) – Via Gesù, 6/8 • G4
Galleria Vik Milano (L) – Via S. Pellico, 8 • F5
Grand Hotel et de Milan (L) – Via A. Manzoni, 29 • F4
Magna Pars L'Hotel à Parfum – Via Forcella, 6 • D6
Mandarin Oriental Milan – Via Andegari, 9 • F4
ME Milan Il Duca (L) – Piazza della Repubblica, 13 • G2
Melià Milano – Via Masaccio, 19 • B2
NH Collection Milano President – Largo Augusto, 10 • G5
Palazzo Cornalia – Via E. Cornalia, 7 • G2
Palazzo Parigi (L) – Corso di Porta Nuova, 1 • F2
Park Hyatt (L) – Via T. Grossi, 1 • F4
Pierre – Via De Amicis, 32 • E5
Principe di Savoia (L) – Piazza della Repubblica, 17 • G2
SINA The Gray – Via San Raffaele, 6 • F4
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The Westin Palace (L) – Piazza della Repubblica, 20 • G2
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AS Limbiate Fiera – Corso Como, 52 - Limbiate (MB) • OFF MAP
AS Monza – Viale Lombardia, 76/78 - Monza (MB) • OFF MAP
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Four Points by Sheraton Milan Center – Via G. Cardano, 1 • G1
Galileo – Corso Europa, 9 • G4
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Grand Duca di York – Via Moneta, 1 • F4-F5
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Grand Hotel Duca di Mantova – Piazza F. Caltagirone, 40-48 (Centro Commerciale Vulcano, Sesto San Giovanni - MI) • OFF MAP
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IH Hotels Milano St. John – Via B. Buozzi, 97 – Sesto San Giovanni (MI) • OFF MAP
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NH Linate – Via A. Grandi, 12 – Peschiera Borromeo (MI) • OFF MAP

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Trova il Tempo – Via Novara, 216 • OFF MAP
UNAHOTELS Century Milano – Via F. Filzi, 25/b • G2
UNAHOTELS Cusani Milano – Via Cusani, 13 • E4
UNAHOTELS Expo Fiera Milano – Via G. Kepplero, 12 – Pero (MI) • OFF MAP
UNAHOTELS Malpensa – Via F. Turati, 84 – Cerro Maggiore (MI) • OFF MAP
UNAHOTELS Mediterraneo Milano – Via L. Muratori 14 • H6
UNAHOTELS Scandinavia Milano – Via G.B. Fauché, 15 • C1
UNAHOTELS The One Milano – Via Maastricht, 3 (San Donato) • OFF MAP
UNAWAY Contessa Jolanda Hotel & Residence Milano – Via G. Murat, 21 • OFF MAP
UNAWAY Quark Due Hotel & Residence Milano – Via Lampedusa, 11/3 • OFF MAP
Vittoria – Via P. Calvi, 32 • H5
Uptown Palace – Via Santa Sofia, 10 • F6
Windsor Hotel Milano – Via G. Galilei, 2 • G2
WorldHotel Casati 18 – Via F. Casati, 18 • G2
WorldHotel Cristoforo Colombo – Corso Buenos Aires, 3 • H3
Vittoria – Via P. Calvi, 32 • H4-H5
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