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SMART EDITION

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Milan January 2023

"I am Andrea Jarach, editor of the Welcome Magazines, periodicals that we have been publishing for 13 years for international visitors in some of the most important cities for tourism in Italy. To keep up with the upward trend in tourism, last year we added **Verona** to the traditional editions of **Venice, Florence, Turin** and have expanded our **Milan** magazine to the **Lombardy** region.

Welcome Magazine is here to accompany visitors in their discovery of Italy's attractions. As you can see in the following pages, the Welcome Magazine offers useful information **about events**, **shopping**, **food and wine**, everything that can interest the visitor answering the question: "what can I do, what can I discover during my stay?". Our aim is to create **memorable experiences of the visit**, also by linking together the different opportunities offered by the area. Our mission is to provide **essential tourist information** for the benefit of visitors who choose wonderful Italy as their destination.

You will find the Welcome Magazines in the approximately **500 hotels belonging to the Welcome Magazine circuit in Italy**. You can therefore use the **traditional paper editions**, but don't miss the chance to browse through the pages of the **digital and interactive editions** also on your computers and smartphones.

And for all of you who love shopping and have a **non-EU passport**: since October 2022, **Welcome Smart Network has become a partner of Global Blue**, the leading service company for obtaining **tax refunds**. Keep an eye on our pages and our website **www. welcomemagazine.it** to enjoy the important benefits offered by Global Blue. Welcome to Italy, discover and enjoy!"

> Andrea Jarach Publisher Welcome Smart Network



Milan January 2023



Beppe Sala Mayor of Milan

I am glad to welcome you in Milan. No matter whether you are in our city for business or on holiday, whether you are staying for just one day or decide to spend a week. From the most representative places - such as Duomo, Galleria Vittorio Emanuele II. Teatro alla Scala - to those that show the modern face of the city - such as Porta Nuova or CityLife -, from Darsena to the many city museums, from the street art works that color our neighborhoods to the most fashionable and niche clubs, Milan will conquer vou. You will fall in love with its 26 centuries of history, its being traditional, international and open to innovation at the same time, I am sure.



Don't miss other people at this link: milan.welcomemagazine.it/people-of-milan

Milan January 2023



Lara Magoni Councilor for Tourism, Territorial Marketing and Fashion of the Lombardy Region

Lombardy is a region that presents a perfect mix of nature, history, art, culture with innovation and technology. It offers a passion and authenticity you will seldom see elsewhere: there are countless things to do here, whether you are looking for day trips or planning a longer holiday. For example, in our regional capital, Milan, you can spend your time in wonderful and breathtaking places such as the Castello Sforzesco,

the monumental cathedral or **La Scala** theatre. But you can find cultural beauties also in the provinces visiting palazzos, archaeological parks, castles, and villas: pieces that make up the puzzle in a rare cultural landscape.

Lombardy is also a perfect destination for those who love **mountain holidays** in front the amazing scenery of the Alps and I am sure that with many activities on offer, finding what to do will certainly be easy. Moreover, we must not forget our four **great lakes and the countless smaller ones** where you can spend pleasant vacations or just an intense Summer weekend.

Exploring the territory through its extraordinary flavours is another way to come face to face with the local identity, Lombardy is full of **restaurants and cellars** hiding some of the delicious local gastronomy you can also discover the varied regional cuisine experiencing the wonder of hundreds of events and festivals around the region. You will discover **unexpected corners**, choose an itinerary full of **unique experiences** and Lombardy will surprise you!



Leonardo da Vinci as never seen before

Leonardo3 Museum

Milan, Piazza della Scala

(at the entrance of Galleria)

open from 9:30 am to 8:00 pm on weekdays and from 9:30 am to 9:00 pm on weekends & holidays













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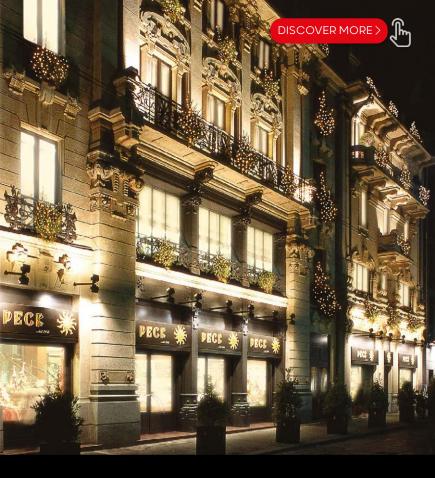














140 YEARS OF FOOD&WINE EXCELLENCE

FLAGSHIP DUOMO VIA SPADARI 9 PORTA VENEZIA VIA SALVINI 3 . CITYLIFE PIAZZA TRE TORRI

PECK.IT **f** PECK O PECK_MILANO

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An art museum opens in the city, a cultural centre housing the Luigi Rovati Foundation's Etruscan collection.











Let's Yellow.

THE MILAN'S OUTLET 15 MINUTES AWAY

FROM MILAN DOWNTOWN. 150 STORES WITH UP TO 70% OFF.



DIJERENT



HIGHLIGHTS OF THE MONTH



ROLEX BOUTIQUE BY PISA OROLOGERIA Pisa Orologeria has reopened its Rolex Boutique in Via Montenapoleone 24, in the heart of the Quadrilatero della Moda. A tribute to the Swiss brand that is famous throughout the world for its know-how and the quality of its products. Three levels dedicated to sales and service and an elegant new terrace. www.rolex.com



RINASCENTE

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

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HIGHLIGHTS OF THE MONTH



DOLCE&GABBANA CASA

The brand has opened in Milan its first two boutiques in the world dedicated to the home furnishing universe. The boutique in Corso Venezia 7 houses the furnishing accessories, while the furnishing elements can be found in the boutique at Via Durini 23, created in partnership with Luxury Living Group. www.dolcegabbana.com



CAFFÈ TRIENNALE

Triennale Milano has revamped its cafeteria, creating an increasingly attractive and welcoming place to stop and meet, with a **cafeteria** and **kitchen** service. The restyling follows principles of **sustainability** and gives a central role to **greenery**, enhancing the perspective axis from the entrance to make the view of Parco Sempione more visible. **www.triennale.org**





HIGHLIGHTS OF THE MONTH



EMPORIO ARMANI

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



CAFFÈ TRIENNALE

Triennale Milano has revamped its cafeteria, creating an increasingly attractive and welcoming place to stop and meet, with a cafeteria and kitchen service. The restyling follows principles of sustainability and energy efficiency and gives a central role to greenery, enhancing the perspective axis from the entrance to make the view of Parco Sempione more visible. **www.triennale.org**





[UNMISSABLE] Top in Town



ITINERARIES >

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THE EXTRAORDINARY SALE

Discover The Extraordinary Sale, in the Village and via Virtual Shopping. Enjoy a unique open-air shopping experience with remarkable reductions on your favourite brands.

Shopping Express[®] complimentary coach service from Milan. Book your ticket on FidenzaVillage.com/booking



WELCOME | MILAN

SIX REASONS TO VISIT MILAN



- Business & Leisure

Each year, millions of visitors flock to Milan for several of the world's most important international trade fairs, from fashion to design, from tourism to culture with "mustattend" calendar events including the Salone del Mobile.Milano, the Fashion Weeks, Miart and Bit Milano.

- The best shopping

A reference point for international fashion, year after year, Milan confirms its status as a must-visit destination for fashionistas who make a pilgrimage here to shop at the designers' flagship stores in the Quadrilatero, featuring the most highly sought-after fashion collections. For the more romantic, we suggest the flea markets on the Navigli, the artistic workshops of Brera or, for those who don't have much time, well-known department store la Rinascente, the ultimate one-stop-shop which carries the most esteemed brands in the world under just one roof!

- Food & taste

Milan is the ideal place for gourmands and food connoisseurs. In addition to hosting renowned gastronomic events like Taste of Milano, Identità Golose and Milano Food Week, here you can discover, purchase and taste

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the authentic flavours of Italian tradition either at historic downtown restaurants or more trendy, innovative locations.

- Performing arts

Each day the city is animated by a plethora of unmissable events: from awe-inspiring performances at Teatro alla Scala to film festivals; from dance to high-profile concerts by world-class performers, Milan is truly a city that never sleeps.

- Art & treasures

Milan is a real open-air museum, a keeper of some of the world's most unique treasures: from stunning architecture to art galleries right up to the countless museums that, year after year, host several of the most interesting art exhibitions ever featured. Milan is also home to several masterpieces by Renaissance artist and genius Leonardo da Vinci including the Cenacolo, the Biblioteca Ambrosiana and the Codex Atlanticus.

- For sport lovers

Those travelling to Milan should not miss a visit to the temple of football: the San Siro Stadium which, in addition to its iconic museum and shop, also hosts important football matches and concerts by world famous Italian and international stars.





WELCOME | PANORAMA

PORTA NUOVA

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lon collogano na loto vari lucelui e spazi dell'edificio

AN OLA CAR

PH @ MICHELANGELOOP/SHUTTERSTOCK.C

— Porta Nuova is a sprawling area, the result of a project of urban and architectural redevelopment involving the area that leads from the Porta Garibaldi railway station to Piazza della Repubblica, up to Palazzo Lombardia.

In 2005, an architectural project curated by American real estate developer Hines focused on transforming the area into a **technological hub** comprising more than **twenty buildings** including skyscrapers, offices, cultural centres and urban residences.

- Several of Milan and Italy's highest and most innovative skyscrapers, including the futuristic CityLife complex (visible in the background), are located in the Porta Nuova district. Among these, the **Torre UniCredit** –housed in the vibrant Piazza Gae Aulenti -, the **Torre Solaria** – the highest residential skyscraper in Italy-, the **Torre Diamante** and the green complex of the **Bosco Verticale** featuring hanging gardens designed by Stefano Boeri.

- The large public park in the middle of the neighbourhood, known as the **BAM Biblioteca degli Alberi**, extending over an area of 90,000 sq.m., was designed to provide a vast number of interconnecting pedestrian paths and to create a real botanical library. The park features over **450 trees** and **90,000 different plant species**, plus recreational areas, themed circular forests, teaching paths and pedestrian and bike paths. In summer, the park is also used to host outdoor concerts and events.

www.portanuova.com - bam.milano.it

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MO'S



WELCOME | PANORAMA

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

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

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

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

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

www.duomomilano.it



DISCOVER AND ENJOY



Pop Air Balloon Museum EXPERIENCE Superstudio Più • until 12 February



RICHARD AVEDON. Relationships PHOTOGRAPHY
 Palazzo Reale • until 29 January

Milan Fashion Week Men's EVENT
 Several locations • 13-17 January



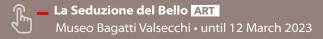
Body Worlds. Il Ritmo della Vita SCIENCE
 Stazione Centrale-Galleria dei Mosaici
 until 26 February



Machu Picchu and the Golden Empires of Peru EXHIBITION MUDEC • until 2 February

£.

RAFFAELLO. Capolavoro per Milano SACRED ART Museo Diocesano • until 29 January







DISCOVER AND ENJOY



Le Pietà di Michelangelo INSTALLATION Palazzo Reale. Sala delle Cariatidi • until 8 January

Dai Medici ai Rothschild. Mecenati,
 collezionisti, filantropi ART
 Gallerie d'Italia-Milano • until 26 March

MAX ERNST ART Palazzo Reale • until 26 February

BRUCE NAUMAN: Neons Corridors Rooms
 CONTEMPORARY ART
 Pirelli HangarBicocca
 until 26 February



 ANDY WARHOL. La pubblicità della forma
 CONTEMPORARY ART Fabbrica del Vapore
 until 26 March



Museum of Dreamers EXPERIENCE Piazza Cesare Beccaria • until 27 March

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The Witness. Climate Change PHOTOGRAPHY Galleria Sozzani • until 8 January

... and more on milan.welcomemagazine.it/all-events





DISCOVER AND ENJOY

Whether it's discovering the events celebrating Italian traditions, art and music or visiting an exhibition, we bring you this month's unmissable dates.





WELCOME | WHAT TO DO



PALAZZO REALE, UNTIL 12 MARCH HIERONYMUS BOSCH AND HIS ANTI-RENAISSANCE

Art The project intends to illustrate the world of mysterious Dutch painter Hieronymus Bosch, active in the late 15th and early 16th century. He has great success as a creator of fantastic visions in relation to the trends of collecting of the time and of artistic reception by the Spanish and Italian Renaissance. Important links with Bosch's art can in fact be found in works of the highest order, among others, by Tiziano, El Greco, Savoldo. The exhibition will therefore for the first time offer to the Italian and international public the opportunity to familiarize themselves with the role of Bosch at the height of the so-called "anti-Renaissance" that took hold in Europe.

BOSCH and another Renaissance

Palazzo Reale. Piazza del Duomo, 12. www.palazzorealemilano.it



WELCOME | WHAT TO DO



MUDEC PHOTO, UNTIL 19 MARCH

THE WORLD AS SEEN BY ROBERT CAPA

EVENT On the occasion of the **110th anniversary of Robert Capa's birth**, Mudec pays tribute to the great Hungarian photographer with a **solo exhibition** that covers the main **war and travel reportages** that Capa made during his 20-year career. The exhibition brings together an exceptional corpus of photographs: **more than 80 photographic prints**, some of which have **never before been shown in an Italian exhibition**, accompanied by a **rare interview** given by the photojournalist to an American radio station in 1947 and some period

to an American radio station in 1947 and some period documents from the Magnum collection.

Robert Capa. Nella Storia.

MUDEC Photo. Via Tortona, 56. www.mudec.it



SUPERSTUDIO PIÙ, UNTIL 12 FEBRUARY

THOUSANDS OF BALLOONS INVADE MILAN

EXPERIENCE Pop Air by Balloon Museum is an invitation to socialising, irony and play, a tribute to the art of sculpting the air with new works that engage the public. The exhibition includes installations by 18 international artists and art collectives and covers over 6,000 sq.m. with many new and site-specific works. Unexpectedly designed and highly interactive settings welcome the visitor along Balloon Street, a journey through popcoloured and ironically evocative works in which the spectators become protagonists by taking photographs and videos of their experience.

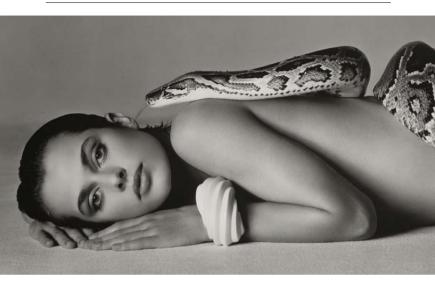
Subjects with anthropomorphic and zoomorphic features animate the exhibition route with bright colours and unconventional, **out-of-scale shapes**.

Pop Air Balloon Museum

Superstudio Più. Via Tortona, 27. balloonmuseum.world



WELCOME | WHAT TO DO



PALAZZO REALE, UNTIL 29 JANUARY AVEDON, MASTER OF FASHION

PHOTOGRAPHY More than 25 years after his last exhibition, Milan pays tribute to the **great American photographer Richard Avedon** with an exhibition of **more than 100** of his **fashion and portrait photographs**. With a more than six-decade-long career, he worked with a number of models and a wide range of portrait subjects, creating a powerful body of pictures that allow his viewers to study the likenesses of **actors, ballet dancers, celebrities, civil rights activists, heads of state, inventors, musicians, visual artists, and writers**.

RICHARD AVEDON. Relationships

Palazzo Reale. Piazza Duomo, 12. www.palazzorealemilano.it PHOTO: RICHARD AVEDON. NASTASSIA KINSKI. LOS ANGELES. CALIFORNIA. JUNE 14. 1981:

PHOTO: RICHARD AVEDON, NASTASSJA KINSKI, LOS ANGELES, CALIFORNIA, JUNE 14, 1981 © THE RICHARD AVEDON FOUNDATION



SEVERAL LOCATIONS, 13-17 JANUARY JANUARY MENSWEAR FASHION SHOWS

EXPERIENCE Four days, more than 100 fashion shows and special events herald the arrival of next **winter's prêt-a-porter and accessory collections** for men. A mega happening featuring the most important couture houses of Italian fashion and emerging designers.

Milan Fashion Week Men's. Fall/Winter 2023/24.

Several locations. www.cameramoda.it





STAZIONE CENTRALE, UNTIL 26 FEBRUARY

▼ THE RHYTHM OF LIFE

SCIENCE The 'Body Worlds' exhibition, presenting the human body in all its facets, vulnerabilities and potential, is arrived at the **Galleria dei Mosaici** in **Stazione Centrale**. The exhibition has a popular scientific aim and offers a complete overview of the anatomy and physiology of the human body, explaining in clear language the functions of the organism and the various organs as well as the recurring pathologies linked to our civilisation and how they arise. Dr. **Gunther von Hagens**, the inventor of plastination, and Dr. **Angelina Whalley**, curator of the exhibition, invite the public to reflect on and take an in-depth look at the human body in the face of the many challenges of this century. By means of explanations on nutrition, exercise or strengthening the immune system, the exhibition aims to show **how it is possible to live well**, healthy and long even in our time.

Body Worlds. Il Ritmo della Vita

Stazione Centrale-Galleria dei Mosaici. www.bodyworlds.it





WELCOME | WHAT TO DO



MUDEC, UNTIL 2 FEBRUARY TOWARDS THE GREAT INCA EMPIRE

HISTORY The exhibition on **Machu Picchu** brings together evidence of **3000 years of civilisation**, from its origins to the Incas. As part of the programme dedicated to Peru, MUDEC will tell the public about **'archaeological' Peru** and its millenary civilisations that culminated in the great Inca Empire. **Artistic history** and **Andean biodiversity**, in all its broad geographical and temporal dimensions, culminating in a trip to Machu Picchu. The exhibition presents a selection of **200 artefacts** of surprising beauty: terracotta works of great expressiveness and technical perfection, but also gold, silver and textiles. Part of the itinerary is dedicated to the adventurous journey alongside the mythical **cultural hero Ai Apaec** through which the public discovers the mysteries of **Andean cosmology**.

Machu Picchu and the Golden Empires of Peru MUDEC. Via Tortona, 56. www.mudec.it



MUSEO DIOCESANO, UNTIL 29 JANUARY

MASTERPIECE FOR MILAN

SACRED ART Raffaello Sanzio (Urbino 1483-Rome 1520) is the author of the 'Masterpiece for Milan 2022', an initiative now in its 14th year. The Museo Diocesano will host the Predella della Pala Oddi, an early masterpiece by one of the greatest exponents of the Italian Renaissance, from the collections of the Vatican Museums. The work, a tempera on panel (39×188 cm), is divided into three compartments depicting the Annunciation, the Adoration of the Magi and the Presentation in the Temple and was recently the subject of a restoration that recovered the colours in their original brilliance.

Raffaello. Capolavoro per Milano Museo Diocesano "Carlo Maria Martini" Piazza Sant'Eustorgio, 3. chiostrisanteustorgio.it





WELCOME | WHAT TO DO



MUSEO BAGATTI VALSECCHI, UNTIL 12 MARCH THE SEDUCTION OF BEAUTY

ART The **Bagatti Valsecchi Museum** presents a selection of paintings from the Gastaldi Rotelli collection in the major exhibition entitled 'La Seduzione del Bello. Capolavori Segreti tra '600 e '700" ("The Seduction of Beauty. Secret masterpieces between the 17th and 18th centuries").

Fifty masterpieces leave their usual residence for the first time all together to enter the **neo-Renaissance rooms of Via Gesù** and enter into dialogue with the eclectic 15th and 16th century permanent collection that the **brothers Fausto and Giuseppe Bagatti Valsecchi** assembled at the end of the 19th century. With this exhibition, the House Museum is thus configured as a "**House of Collections**", creating an interesting as well as unprecedented reflection on the role of private collecting, its history and consequent valorisation and fruition in the contemporary age.

La Seduzione del Bello. Capolavori segreti tra '600 e '700 Museo Bagatti Valsecchi. Via Gesù, 5. www.museobagattivalsecchi.org



SALA DELLE CARIATIDI, UNTIL 8 JANUARY MICHELANGELO'S THREE PIETÀ IN A GLANCE

INSTALLATION In the magnificent **Sala della Cariatidi** in the **Palazzo Reale** you can visit the exhibition '**Michelangelo's Pietà. Three historical casts for the Sala delle Cariatidi**'. The exhibition allows visitors to appreciate the **evolution of Michelangelo's art** through the comparison of three nineteenth and twentieth century casts, in ideal continuity with the exhibition that has just ended with great success at the Museo dell'Opera del Duomo in Florence. **Three long canvases**, unfolded for the entire height of the room and with great visual impact, serve as a backdrop to the Pietà, amplifying its strong aesthetic value and the **religious sense** evoked by the sculptor in the **different phases of his life. Free entrance**.

Le Pietà di Michelangelo

Palazzo Reale, Sala delle Cariatidi. Piazza Duomo, 12 www.palazzorealemilano.it







GALLERIE D'ITALIA-MILANO, UNTIL 26 MARCH AMONG THE GREAT PATRONS OF HISTORY

ART From Cosimo and Lorenzo de' Medici to Edmond de Rothschild, many of the **greatest patrons and collectors** of all time were great bankers. These were personalities who made an incisive mark on the history of collecting and style: through their portraits, it is possible to recall their figure and collecting choices. Spanning a time from the Renaissance to the 20th century, the exhibition at Gallerie d'Italia-Milano presents over 120 works by artists such as Michelangelo, Caravaggio, Bronzino, Verrocchio, Antoon Van Dyck, Angelika Kauffmann, Hayez, Gherardo delle Notti (Gerrit van Honthorst), Valentin de Boulogne and Giorgio Morandi.

Dai Medici ai Rothschild. Mecenati, collezionisti, filantropi Gallerie d'Italia-Milano Piazza della Scala, 6 gallerieditalia.com



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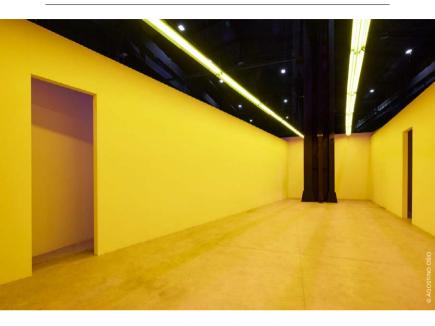


PALAZZO REALE, UNTIL 26 FEBRUARY MAX ERNST'S FIRST RESTROSPECTIVE IN MILAN

ART For the **first time in Italy** a retrospective on **Max Ernst**, the painter, sculptor, engraver, poet and art theorist. "Pictor doctus", profound connoisseur and visionary interpreter of the history of art, philosophy and science, Ernst is presented through this project as a "humanist" in a neo-Renaissance sense of the word. The exhibition will showcase **more than 200 pieces**, some never seen in Italy, including paintings, sculptures, drawings, illustrated books, jewellery from international museums, foundations and private collections.

MAX ERNST. Palazzo Reale. Piazza Duomo, 12. www.palazzorealemilano.it





PIRELLI HANGARBICOCCA, UNTIL 26 FEBRUARY THE SPATIAL RESEARCH OF BRUCE NAUMAN

CONTEMPORARY ART American sculptor, photographer, video artist and performance artist Bruce Nauman enters **Pirelli HangarBicocca** with an exhibition on spatial and architectural research. The works on display explore for the first time in their entirety his **experiments in spatial experience**, architectural approach, use of light, sound, language and video. In addition to several works already exhibited in London and Amsterdam, the exhibition includes a considerable selection of his famous **corridors and rooms** that highlight the relationships, developments and formal variations.

BRUCE NAUMAN: Neons Corridors Rooms

Pirelli HangarBicocca. Via Chiese, 2 pirellihangarbicocca.org



FABBRICA DEL VAPORE, UNTIL 12 MARCH POP ART IN MILAN WITH ANDY WARHOL

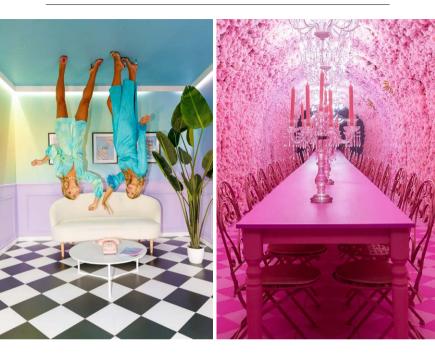
The spectacular exhibition 'Andy Warhol. La Pubblicità della Forma (The Advertising of Form) at the Fabbrica del Vapore is a journey into the artistic and human universe of one of the artists who most innovated the history of world art. On display are almost all unique works such as canvases, silk-screen prints on silk, cotton and paper, as well as drawings, photographs, original records, T-shirts, the Commodore Amiga 2000 computer with its digital illustrations - the first NFTs in history - , the BMW Art Car painted by Warhol with the video in which he made it, the faithful reconstruction of the first Factory and a multimedia part with film projections to be viewed with three-dimensional glasses.

Andy Warhol. La pubblicità della forma

Fabbrica del Vapore Via Procaccini, 4 www.fabbricadelvapore.org







PIAZZA CESARE BECCARIA, UNTIL 27 MARCH THE IMMERSIVE EXHIBITION DEDICATED TO DREAMERS

EXPERIENCE Museum of Dreamers is a temporary exhibition

dedicated to people who space in platforms to dream. An emotional journey of **15 immersive installations** inviting visitors to realise their dreams, a space to share their desires and overcome their fears.

Open hours: Monday-Thursday: 11am-8pm; Friday-Sunday 10am-10pm. **Tickets**: Mon-Fri (18 euro); Sat-Sun and festivities (21 euro).

Museum of Dreamers

Piazza Cesare Beccaria museumofdreamers.com



GALLERIA SOZZANI, UNTIL 8 JANUARY WITNESSING CLIMATE CHANGE

PHOTOGRAPHY A reportage of around **twenty large-format images by Max Vadukul** (Nairobi, 1961) entirely dedicated to the environment and the effects of **climate change**. Between 2018 and 2020, Vadukul documented some of the **world's most polluted areas in Mumbai** and other Indian metropolises with a mesmerising and thought-provoking gaze that tells the truth and asks questions. A **master of light and shadow**, he has over the years **portrayed some of the world's best-known personalities**, including Mother Teresa, Donald Trump, Aretha Franklin and Kanye West.

The Witness. Climate Change Galleria Sozzani. Corso Como, 10 www.fondazionesozzani.org





OUT OF TOWN

Milan is a mixture of art, culture, shopping and lifestyle and its outlying areas are equally attractive. Discover our pick of these fabulous destinations for an unmissable out of town trip.



Our tour begins on the outskirts of Milan at the 17th-century Villa Arconati () (www.villaarconati.it). Known also as 'the small Versailles of Lombardy', it is set within the vast green spaces of the Groane Park in Bollate. This is a splendid example of Lombardy Baroque architecture, and visitors are welcomed in its frescoed rooms, while summer evenings are jazzed up with a series of concerts and events in its magnificent gardens. We recommend a visit to the Villa Visconti Borromeo Litta () (www.villalittalainate.it) which is just a short distance away in Lainate. This neo-classical jewel of architecture is surrounded by a lovely park that earned the title of the 'Most Beautiful Historical Park in Italy' in 2016. The Villa is renowned for its Nyphaeum and spectacular water features. A mixture of sacred and profane, the Metropolitan City area is interspersed with numerous abbeys. In fact, there are somany that there is even a **Road of Abbeys** (www. stradadelleabbazie. it). Our route starts from the **Abbey of Chiaravalle 3**, dominated by an imposing, richly frescoed 14th-century bell tower, and continues onwards to the **Abbey of Viboldone 4**, one the most beautiful medieval complexes in Lombardy, until we reach **Mirasole 5**, a 13th-century monastery which, with its numerous moats, resembles a fortress. After travelling for a few more kilometers, in a southwesterly direction, we come to the **Abbey of Morimondo 6**, a former Cistercian monastery renovated in Gothic style.

The area housing the abbeys is also the heart of the large **Parco Agricolo Sud Milano** (www.parcoagricolosudmilano. it). The Park boasts a rich historic and agricultural heritage and comprises old farmsteads, waterways and important residential complexes, including **Gaggiano** , which, with its small, pastel-coloured houses nestling on both banks of the **Naviglio Grande**, is well worth a visit.

This charming hamlet can be accessed from the city via a scenic bicycle track skirting the canal. The **Naviglio Martesana** a also offers views of rare beauty as it flows towards the Adda river. Rural centres are interspersed with expanses of greenery (an absolute must is a visit to the **Adda Park** which can also be crossed by bike or on horseback) and charming urban centres, including **Crespi d'Adda** a, a late 19th-century workers' village built up around a textiles factory and a UNESCO world heritage site (www.villaggiocrespi.it). Lastly, escape the hustle and bustle of the city centre and take a relaxing break at **Parco delle Cave 10**. Situated just a short distance from the San Siro Stadium, this oasis of greenery is the ideal spot for a long walk or a bicycle ride where you can admire the various bird species that inhabit this beautiful nature park. www.parcodellecave.it

2023 EVENTS IN ITALY



FEBRUARY

4-6/2 | Florence | Taste 16. taste.pittimmagine.com
4-21/2 | Venice | Carnevale di Venezia. www.carnevale.venezia.it
4-25/2 | Viareggio (Tuscany) | Carnevale di Viareggio. Viareggio.ilcarnevale.com
12-14/2 | Milan | BIT Borsa Internazionale del Turismo. Bit.fieramilano.it
19-22/2 | Milan | MICAM. www.themicam.com
21-27/2 | Milan | Milano Fashion Week Women's. www.cameramoda.it

MARCH

19/3 | Rome | Run Rome The Marathon. www.runromethemarathon.com 23-26/3 | Milan | MIA Fair (12th edition). www.miafair.it 25-26/3 | Several locations | Spring Days FAI. www.giornatefai.it

APRIL

2-5/4 | Verona | Vinitaly.
www.vinitaly.com
9-30/4 | Venice | Homo Faber.
www.homofaber.com
14-16/4 | Milan | Miart.
www.miart.it
18-23/4 | Milan | Milano Design
Week-Salone del Mobile.Milano.
www.salonemilano.it

MAY

6-28/5 | Several locations in Italy |
Giro d'Italia (106th edition).
www.giroditalia.it
8-21/5 | Rome | Tennis.
Internazionali BNL d'Italia.
www.internazionalibnlditalia.com
18-22/5 | Turin | Salone Internazionale
del Libro (35th edition). www.salonelibro.it
20/5-26/11 | Venice | Biennale
Architecture Exhibition
www.labiennale.org
31/5-4/6 | Venice | Salone Nautico
Venezia. www.salonenautico.venezia.it

JUNE

11/6 | Mugello (Tuscany) | Moto GP. Gran Premio d'Italia. www.motogp.com 13-17/6 | Brescia-Rome-Brescia | Mille Miglia 2022. www.1000miglia.it 15-18/6 | Milan-Monza | MIMO Milano Monza Motor Show. www.milanomonza.com 16-20/6 | Milan | Milano Moda Uomo. www.cameramoda.it 16/6-8/9 | Verona | Arena di Verona Opera Festival (100th edition). www.arena it

JULY

2/7 | Siena | Palio di Siena-Palio di Provenzano. www.ilpalio.org

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2023 EVENTS IN ITALY



7-16/7 | Perugia | Umbria Jazz. www.umbriajazz.it 15/7 | Venice | Festa del Redentore. venice.wekomemagazine.it

AUGUST

16/8 | Siena | Palio di Siena-Palio dell'Assunta. www.ilpalio.org
30/8-9/9 | Venice | Biennale Cinema. www.labiennale.org

SEPTEMBER

3-9/9 | Monza (Milan) | Formula 1. Italian Grand Prix. www.formula1.com 4-24/9 | Milan and Turin | MITO SettembreMusica, mitosettembremusica it 6-10/9 | Mantua (Lombardy) | Festivaletteratura (27th edition). www.festivaletteratura.it 9-17/9 | Venice | The Venice Glass Week. theveniceglassweek.com 10/9 | Misano (Emilia Romagna) | Moto GP di San Martino e della Riviera di Rimini, www.motoap.com 15-17/9 | Florence | Fragranze. fragranze.pittimmagine.com 15-18/9 | Terni (Umbria) | Umbria Jazz. www.umbriajazz.it 19-25/9 | Milan | Milano Fashion Week Women's. www.cameramoda.it 21-26/9 | Genoa | International Boat Show, www.salonenautico.com 30/9-8/10 | Trieste | Barcolana (55th edition). www.barcolana.it

OCTOBER

7/10–3/12 | Alba (Piedmont) | International Alba White Truffle Fair (93rd edition). www.fieradeltartufo.org

NOVEMBER

1-5/11 | Turin | Paratissima (19th edition). www.paratissima.it 2-5/11 | Verona | Fieracavalli (125th edition), www.fieracavalli.it 3-5/11 | Turin | Artissima (30th edition). www.artissima.art 7-12/11 | Milan | EICMA. International Motorcycle and Accessories Exhibition. www.eicma.it 15-19/11 | Milan | BookCity Milano. bookcitymilano.it 17-25/11 | Venice | Teatro La Fenice -Opening of the Opera and Ballet season. www.teatrolafenice.it 21/11 | Venice | Festa della Salute. venice.welcomemagazine.it

DECEMBER

2-10/12 | Milan | Artigiano in Fiera.
www.artigianoinfiera.it
7/10 | Milan | Oh Bej! Oh Bej! – Traditional street market
milan.wekomemagazine.it
7/12 | Milan | Teatro alla Scala – Opening of the Opera Season.
www.teatroallascala.org

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WELCOME TO LOMBARDY

The Lombardy region is **one of the richest in attractions in Italy**. The area, between Switzerland and Emilia-Romagna, Veneto and Piedmont, offers countless **destinations for day trips** from Milan.

In addition to **Milan**, there are **11 main cities** that preserve traces of centuries of art and culture - Bergamo, Brescia, Como, Cremona, Lecco, Mantua, Monza and Brianza, Pavia, Sondrio and Varese - and hundreds of smaller villages with **art, history and traditions**. But Lombardy also has some unmissable natural beauty, such as the vast Po Valley, the parks and the Pre-Alps with the five largest lakes: Garda, Maggiore, Como, Iseo, Lugano and Ceresio.

With its **10 Unesco Sites**, as well as **3 intangible heritages**

including the lutherie art of Cremona, Lombardy is the Italian region with the largest number of such sites: Valle Camonica's Rock Art, Santa Maria delle Grazie and the Cenacolo Vinciano, the Workers' Village of Crespi d'Adda, the Sacred Mountains of Piedmont and Lombardy, the Rhaetian Railway between Tirano and Saint Moritz, Mantua and Sabbioneta, Monte San Giorgio, the prehistoric pile-dwelling sites in the Alps, the Lombard monuments and the city walls of Bergamo.

For those who love **panoramic places**, a trip to Monte **Isola** is a must, with its breathtaking view of Lake Iseo; to the **Sacro Monte of Varese** with a view over the plain from the Alps to the Apennines; the **Brunate cable car** with an absolute view of Lake Como; the ascent to the **Torrazzo of Cremona**, the highest masonry tower in Europe; the **Terrazza del Brivido** in Tremosine overlooking Lake Garda at a height of 350 metres.

>> Taking a train trip to Lombardy's cities of art is the ideal way to rediscover, in a comfortable and sustainable way, the beauty of the region's towns, visiting exhibitions, museums and monuments. www.trenord.it/giteintreno/citta-darte

The symbol of **Milan**, the city of design, fashion and business, is the **Duomo**, close to which are the 18th-century Teatro alla Scala and the Galleria Vittorio Emanuele II: these are the most visited landmarks in the city. Not to be missed are the Sforza Castle, the Basilica of Sant'Ambrogio, the complex of the Church of Santa Maria delle Grazie and the Cenacolo Vinciano.



Two cities within a city, **Bergamo** ("Alta" and "Bassa") is linked by two funicular railways. Five kilometres of walls surround domes, towers and palaces, including the **Accademia Carrara**, the Piazza Vecchia, with its Civic Tower and the Palazzo del Podestà, the "perfect" square also loved by the architect Le Corbusier. Bergamo is also the birthplace of the **composer Gaetano Donizetti**, to whom the city dedicates a major opera festival every year. *(50 km from Milan)*





Brescia presents itself in its Renaissance guise with its marvellous salon squares, an embattled castle, two cathedrals, a theatre and the **Museum of Santa Giulia**, a Unesco World Heritage Site. The famous **1000 Miglia** race has been held here every year since 1927, and in September the world's best-loved **Opera Festival** transforms the city into a magical open-air theatre. (*95 km from Milan*)



Como is the city of water, light and silk, rich in history and culture. The **Volta Temple** is a small Pantheon on the banks of the Lario, built in memory of the physicist Alessandro Volta. Strolling within the medieval walls, among alleyways and old shops, the late **Gothic Cathedral** and the imposing **Broletto** from 1215 stand out. A dynamic and entrepreneurial town. *(50 km from Milan)*



Known throughout the world as the "City of Art and Music", **Cremona** is the cradle of the violin, as is home to the **Violin Museum**. In the medieval Piazza del Comune you will find the Cathedral, the **Torrazzo**, the highest in Italy, the Baptistery and the Gothic Loggia dei Militi. Don't miss the magnificent **Ponchielli Theatre**, home to important musical seasons. (*76 km from Milan*)



In a natural setting of rare beauty lies the city of **Lecco**, where Alessandro Manzoni set his masterpiece "I Promessi Sposi" (The Betrothed), and where are monuments in **baroque and neoclassical style**. The Lecco branch of Lake Como is characterised by the S. Martino and Barro mountains, the Resegone and the Grigne. Lecco is the starting point for fantastic trips around the lake. (*55 km from Milan*)





Lodi is a small Lombard town in the lower Po Valley, rich in art and history with many green areas. Places to visit include the neoclassical Palazzo Broletto, the 15th-century Palazzo Vistarini, the Basilica della Vergine Assunta, a Romanesque cathedral, and the Tempio Civico dell'Incoronata, a masterpiece of the Lombard Renaissance in the style of Bramante. (38 km from Milan)



Mantua, the tranquil and elegant city of the Gonzagas, is surrounded on three sides by water from which you can enjoy a fascinating city skyline. Sung about for its beauty by famous writers such as Virgil, Baudelaire and Dickens, the city is told through its many monuments, including the Rotonda di San Lorenzo, Palazzo Te, Palazzo Ducale and the Duomo. (185 km from Milan)





Over the course of history, the Romans, the Lombards and the Habsburg and Napoleonic dominations have passed through **Monza**, leaving precious legacies such as the **Villa Reale**, a sumptuous neoclassical palace with its famous park around, one of the largest in Europe. Every year Monza is ready to host the **Formula 1 Grand Prix** in September. (*18 km from Milan*)



Pavia is home to one of the oldest universities in the world. It preserves evidence of its culture in the Castello Visconteo. Of considerable historical and religious interest are San Pietro in Ciel d'Oro, where the remains of Saint Augustine are kept, and San Teodoro and San Michele Maggiore. Don't miss a walk on the romantic Ponte Vecchio, which connects the historical centre with the picturesque Borgo Ticino district. (45 km from Milan)





Sondrio is a town of Lombard origin in the heart of the Valtellina. The historical centre is characterised by stone houses typical of the most beautiful mountain towns. The precious architecture of the Torre Ligariana is remarkable. A stop at a crotto or a typical restaurant is a must in the area to savour the cuisine based on pizzoccheri and Sassella or Inferno wine. (135 km from Milan)



Varese, also known as a "garden city", enjoys a wealth of landscape, architecture and art that have been appreciated since the last century, when the city became a **holiday destination** with its prestigious Art Nouveau villas and hotels. An unmissable destination for contemporary art lovers is the 18th-century **Villa Panza** with its unique collection. (58 km from Milan)



PPH P

LAKESIDE DESTINATION

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. Don't miss a day at the lake with Trenord with special all inclusive train+boat tickets!



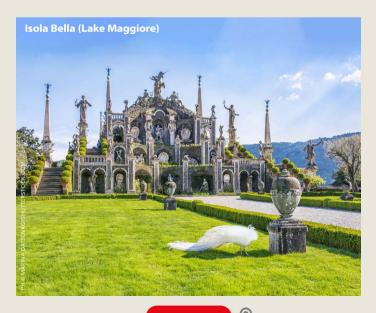






The shores of **Lake Maggiore** wash up on the banks of Piedmont and Lombardy in Italy, while its more austere northern basin lies in the mountainous region of Switzerland. The most famous island, lying just off **Stresa** – a small, elegant town, rich in neoclassic and liberty buildings and a shopping 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 ambiences, of which the most famous is the Sala di Giustizia. The "Rocca" also has a medieval garden (www.isoleborromee.it).

Lake Como is the romantic and worldly older sister of Maggiore and Garda and takes its name from the city of Como. "Must-visit" sights include the Gothic **Duomo**, the Romanic





basilicas of San Fedele and Sant'Abbondio and the neoclassic Villa Olmo. Nestling on the banks of Lake Como in Lenno and currently owned by FAI – a private non-profit trust – Villa del **Balbianello** is a magnificent example of a perfectly preserved 18th century dwelling. Surrounded by a stunning, terraced panoramic garden, with a breathtaking view of the lake, the Villa is one of the area's most romantic retreats. Standing on the tip of a promontory overlooking the waters of the lake, the Villa was chosen by director George 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. 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 Lugano**, where the enchanting towns of Morcote, Melide and Lugano offer many cultural attractions and charming itineraries; **Lake Iseo**, a gem of rare beauty nestled between the provinces of Bergamo and Brescia; **Lake Garda** attracing millions of visitors every year thanks to its mild climate, its old-fashioned atmosphere and its breathtaking scenery, including scenic roads along the coast, Renaissance villas, Romanesque hamlets and small villages.

LAKE TRIPS BY TRAIN

Return train trips from all over Lombardy + boat trip.

You can choose from 8 different itineraries to experiencethe timeless magic of the most beautiful lake landscapes in Northern Italy.

Como-Torno from € 9.20

Varenna-Menaggio-Bellagio-Lenno from \in 14.50 Como-Bellagio-Tremezzo-Villa Carlotta from \in 15.90 Iseo/Sulzano/Sale Marasino-Monte Isola from \in 15 Basso Lago di Garda from \in 19.90 Stresa-Isole Borromee-Stresa from \in 18.70 Laveno-VillaTaranto-Isola Madre-Laveno from \in 18.80 Porto Ceresio-Lugano from \in 25

www.trenord.it/giteintreno/laghi



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[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**



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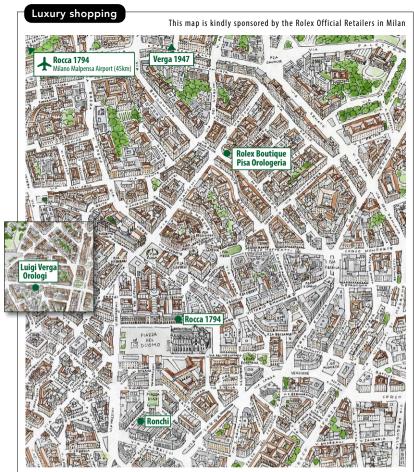
BOUTIQUES & BRANDS SHOPPING

About Tax Free Shopping

Value added tax on goods and services sometimes provides for a VAT refund, which is a right for non-EU travellers.

>> Via Sant'Andrea, 8. M3 Montenapoleone, M1 San Babila. www.globalblue.com www.adm.gov.it/ portale/en/ee/citizen efunds can be made directly at the retailers or at the **Global Blue VIP Lounge** in the heart of the **Montenapoleone District**. On 3 floors of pure design, this is the ideal place to welcome Extra-EU tourists. In a very sophisticated and relaxed environment, tourists with their tax free form can get their refund and the chance to have a coffee, a soft drink, free Wi-Fi, a shopping assistant and advice in a **very exclusive setting**. The highly trained and **multilingual staff** can help you have a **VIP experience** and provide very detailed **information on the airport's Tax free procedure**.





W ROLEX

Official Retailers in Milan

▶ Rolex Boutique - Pisa Orologeria Via Montenapoleone, 24

T: 02 76317726 **Verga 1947** Via V. Capelli, 4 (Piazza Gae Aulenti)

Luigi Verga Orologi Corso Vercelli, 19 T: 02 48198656

T: 02 84934030

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, famous for being one of the fashion capitals of the world, has always something new to reveal, from its main shopping streets, always up-to-date with trends from abroad, to fabulous niche venues with sought-after products.



THE LEGENDARY MONTENAPOLEONE

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





CORSO VITTORIO EMANUELE & VIA TORINO: TRENDY SHOPPING

Trendy venues can be found starting from Plazza Duomo and corso Vittorio Emanuele II which leads to piazza San Babila, and the nearby via Torino, which stretches as far as porta Ticinese. These are the shopping meccas for youngsters and fashion-interested, 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 everchanging, ready-to-wear fashion.







DUOMO: THE HEART OF THE CITY

1 h SHOPPING

Milan's historic centre is contained within a relatively small area which is now mostly closed to traffic, meaning that it's easy to explore on foot. There's no need to choose between planning a 'cultural' itinerary or a 'shopping' itinerary because you can combine the two and get the most out of both. 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', which was 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!



THE GALLERIA: A FASHION VICTIM'S PARADISE



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





NAVIGLI: NICHE SHOPPING

Trendy Milanese, who could never mingle in big crowds, shop in the **Ticinese area** and surrounding neighbourhoods. Here, amongst the columns of **San Lorenzo** and the **Navigli**, you'll find numerous trendy boutiques, niche labels and small vintage shops where it's still possible to bag a bargain and find showrooms that sell to the public. Together with Brera, the Navigli is one of the most **picturesque districts** in old Milan. The **Navigli** and the **Darsena** are two favourites among the locals, who love to enjoy the traditional aperitivo here, but are also a must-visit for visitors who will find themselves seduced by the artistic atmosphere of its numerous painters' studios.



SEE MAP







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







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







CORSO VERCELLI: A CHIC DISTRICT

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

≡ INDEX



FoxTown, the ever greener shopping city



Only 7 km from the Italian border, connected on the Milan-Zurich road network and benefiting from the strategic proximity to international airports, FoxTown is a **must-visit destination** for millions of visitors and shoppers from all over the world. The new direct connection to the Mendrisio San Martino railway station also promotes **sustainable mobility**, underlining the Tarchini Group's focus on green projects in recent years.

In June 2022, the **new extension of the shopping centre** opened its doors, designed by **architect Mario Botta** and characterised by a modern and **sustainable design** thanks to the use of recycled materials. With over **160 luxury boutiques** and the best international fashion brands, FoxTown consolidates its position among the best outlets in Europe with collections at **prices reduced by 30% to 70% all year round.**

SEE MAP

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Peck, the Milan gastronomic legend



A unique gourmet gem, stemming in 1883 from the heart of Milan. This is a culinary landmark with a cozy, indulgent, generous and authentic character, synonym of loving care for the traditional recipes and commitment to the excellence of products and raw materials. A passionate world that conceals and treasures the origin and genuineness of the traditional recipes enriched by the outstanding expertise of Peck chefs, cooks and product experts. The Peck brand has three locations in the city: Peck Duomo, an Art Nouveau flagship store with a Food Store, a Gastronomic Café, a Wine Cellar, plus a central kitchen and

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DISCOVER MORE >



laboratories with more than 2 600 food products; **Peck CityLife**, a new concept store in the largest urban shopping district in Italy with a gastronomic bistrot, a Wine Cellar and a cocktail bar in a delicatessen shop; **Peck Porta Venezia**, a neighborhood delicatessen shop, a little retail gem of high gastronomy.



TASTE AND BEAUTY – Peck's gourmet counter is a rich and joyful experience of beauty and taste. The wide delicatessen assortment includes Peck's most iconic products counting more than 30 recipes like paté, veal in tuna sauce, foie gras and caviar, lobsters in jelly, Russian salad, olives, baby artichokes, canapé, seafood salad, prawn in cocktail sauce, salmon caviar, chicken in jelly, sole with oil and lemon, Bourguignonne escargot, octopus and potato salad.

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DISCOVER MORE>

SHOPPING

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** quide 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 OTELLO information system (Online Tax Refund at Exit: Light Lane Optimization) and their validation is digitally carried out.
- after the digital "customs stamp" is obtained, OTELLO will send a message to the retailer that all the requirements are met and, as a consequence, the retailer will reimburse the amount due or will settle the tax relief.

SHOPPING

Tax Free Refund Guide

- the invoice is returned to the Italian retailer within four months after the purchase was made. If the invoice is stamped by other EU countries, it needs to be brought to the shop retailer by the fourth month following that of the purchase.
- 4. The goods purchased and the relevant invoice must be shown at the customs exit point when leaving EU territory (if you intend to pack the purchased items into your check-in luggage, you must go to Customs BEFORE checking in).
- 5. After leaving EU territory, the traveller must return the original invoice, regularly endorsed by the customs office, to the Italian retailer. Said invoice must be returned within four months from the date when the document was issued.
- 6. The refund can be made directly by the Italian retailer (however, make sure that the shop you've chosen displays a "Tax Free Shopping" or "Euro Tax Free" sign in its window).

- 7. Several Tax-Free companies are able to offer immediate VAT cash refunds when the goods leave either Italian or EU territory (thus exonerating the passenger from having to return the invoice to the retailer). However, this procedure only applies at major international airports or main border crossings. Most major department stores have Tax Free Refund offices.
- 8. The services provided by Tax-Free companies imply the payment of a small administrative sum which is **directly deducted** from the amount of VAT refunded to the traveller.
- 9. In the event of a traveller not receiving a VAT refund within a reasonable period of time, he or she should re-contact the Italian retailer or one of the aforementioned companies.
- However, please note, VAT cannot be refunded directly by customs offices.

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

FASHION & DESIGN



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



SERRAVALLE DESIGNER OUTLET

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*



SERRAVALLE DESIGNER OUTLET

Take advantage of our daily shuttle service from Milan. The ticket entitles you to a **Fashion Passport**, a daily card that guarantees an additional -10% in participating stores, to be collected upon arrival at the Guest Services.

>> Zani Viaggi (www.zaniviaggi.com)

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

>> Autostradale Viaggi (www.lookmitours.com)

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

>> Flixbus (for timetables and travel days: www.flixbus.co.uk)

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



OUTLETS

SCALO MILANO OUTLET & MORE

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

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

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

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



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	





THREE REASONS WHY

MILANESE STYLE ICONS

Choose among Milanese Style icons representing the italian spirit in the world. 150 stores with national and international brands among Fashion, Design & Food. Get a 10% off and the chance of winning up to €50 Gift Card signing-up to Scalo Milano I Love Card.





Milan's Outlet just 15 minutes from Milan Downtown, easily accessible by our free shuttle bus for a comfortable experience. Find out more on scalomilano.it

TAXI AND TAX-FREE SHOPPING

Easy access to in-store **Tax-Free** service and innovative payment method such as **Alipay** and **WeChat Pay** to buy Scalo Milano **Gift Card**. Moreover, whether you are a tourist and applied to our **Scalo Milano I Love Card**, you might get a **€50 Taxi Voucher** through **€500** shopping in a day for a pleasant way back to the city.





OUTLETS

FOXTOWN FACTORY STORES

A heaven of luxury and elegance where over 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: over 160 exclusive stores with more than 250 top brands, 1 casino, 7 bars and restaurants, an exchange office, Tax Free refund points, "Shopping from Home" and Personal Shopper services. www.foxtown.com

FIDENZA VILLAGE

One of the 11 Villages of "The Bicester Collection" in Europe and in China: an experience combining fashion and luxury, culinary delights, entertainment and art.

• WHERE: on the A1 motorway, just 60 minutes from Milan, in the heart of the Food Valley and the Motor Valley.

• WHAT: over 120 boutiques with a selection of Italian and international brands at prices reduced by up to 70% off the retail price all year round and the immediate tax refund service thanks to Global Blue's Kiosk.

www.fidenzavillage.com



FIDENZA VILLAGE

The Shopping Express[®] service operates daily from Milan and Piacenza.

>> For reservations and information:

www.thebicestercollection.com/fidenza-village/en/gettinghere/shopping-express

Piazza della Repubblica, 5 (corner of via Turati, in front of the newsstand, M3)	9.45am
Arrival at Fidenza Village	11.15am
Departure from Fidenza Village	5.30pm
Piazza della Repubblica, 5 (corner of via Turati)	7.15pm



FRANCIACORTA VILLAGE

Nestled between Lakes Garda and Iseo, less than an hour from Milan, Franciacorta offers a unique shopping experience. • WHERE: take the A4 Milan-Venice motorway and exit at Ospitaletto or the A35 Bre-Be-Mi and exit at the A4 junction. • WHAT: over 190 stores of Italian and international brands for up to 30-70% less all year round. www.franciacortavillage.it

VICOLUNGO THE STYLE OUTLETS

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

• WHERE: take the A4 Milano-Torino motorway and exit at Biandrate Vicolungo. A shuttle bus connects the outlet to the centre of Milan.

• 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*

VICOLUNGO THE STYLE OUTLETS

Take advantage of the daily Shuttle Bus connecting the centre of Milan (and Turin on Sat and Sun) with Vicolungo The Style Outlets. **Daily service.**

Free service on Saturdays, Sundays and Bank Holidays. Return ticket €14 adults - €7 children 4/11 – 0-3 years: free.

>> For tickets and information: www.autostradaleviaggi.it or call +39 02 30089900

Central Station (Piazza IV Novembre, corner of Hotel Gallia)	Via Manzoni, 6 (corner of Piazza Scala) – first stop	Departure from Vicolungo
10.00am	10.30am	4.30pm



FOOD & WINE TASTING

Fine dining at the Anima restaurant

New Michelin star 2023, the restaurant lives a gastronomic luxury that is also democratic, open to all lovers of good food.

>> Via Rosales, 4 T: 02 62278500. Closed on Sunday Open 7.30pm-10.30pm www.enricobartolini.net/ ristorante-milano-verticale

he restaurant opened by **chef** Enrico Bartolini at the end of May 2021 inside the Hotel Milano Verticale | UNA Esperienze has its own old-fashioned futurist "soul". Skillfully led since October of the same year by resident chef Michele Cobuzzi, the and design: a style that counterbalances its strong point. In "Anima", seven tables open only in the evenings (also to outsiders), the chef proposes two gourmet courses: "Intensity" (150 euro) and "My certainties" (125 euro). The wine list offers a selection of Italian and foreign labels carefully chosen by sommelier Giacomo Morlacchi.



>> 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 latenight restaurants in Milan.

• Never forget to check the restaurant's **weekly closing day**, which – most of the time – will be Monday.

• Reservations for most restaurants are strongly advised.

 In Italy, service is included in the price meaning that although tipping is not compulsory but it is obviously appreciated as a sign of satisfaction.

• Some menus include the word "**coperto**", a small surcharge corresponding to the cost of the service and bread (usually between 1 and 3 euros per person).

 If you want tap water, you should specify it to the waiting staff of the restaurant or bar, asking for a glass of "acqua di rubinetto".

Although no dress code exists in Italy, semiformal

clothing is usually considered de rigeur at restaurants.

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



Advertorial

Obicà, not only Mozzarella and Pizza



Where in Milan can you enjoy the best Mozzarelle di Bufala Campana DOP, pizza and traditional Italian dishes in a cosy and convivial atmosphere? **Obicà Duomo** (at the Food Hall on the 7th floor of Rinascente), and the new **Obicà Cusani** in the Brera district, offer a selection of seasonal dishes made with the best Italian ingredients, divided into six types: **Mozzarella Bar, Pizza, Pasta, Salads, Main Courses** and **Desserts**.

The **Obicà Menu for Winter** is not just a list of gastronomic proposals suited for the season, but the result of almost 20 years of **work in the name of quality**. Among the tastiest dishes we can mention the **Potato Flan** with Mortadella IGP, Sicilian pistachios and Parmigiano Reggiano

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DOP fondue, **Pizza with Porcini Mushrooms, Pumpkin**, Buffalo Mozzarella and Parmigiano Reggiano DOP flakes, **Potato Gnocchi** with Camembert di Bufala Fondue, Gorgonzola, Caramelised Pears and Walnuts. Finally, one of the most iconic dishes of the Mediterranean melting pot, the **Sardinian Fregola**: squid, baby octopus, organic tomato sauce and croutons to complete a dish that promises to be unforgettable.

1. Obicà Cusani

Via Cusani 1 www.obica.com

2. Obicà Duomo

Food Hall 7th Floor Rinascente Milano Piazza Duomo

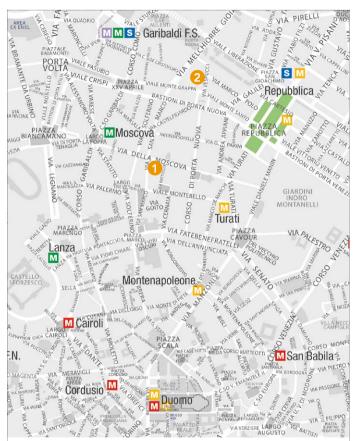


OBICÀ ALL OVER THE WORLD – The authenticity and genuineness of the best Italian products of which the Obicà Mozzarella Bar Group is a spokesman, can now be tried in no less than **24 restaurants around the world**. In Italy, between Milan and Palermo, Florence and Rome, but also abroad, where the Italian soul is intertwined with a cosmopolitan spirit: London, Porto, New York, Tokyo, Osaka and Yokohama.

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DISCOVER MORE>

Dining at the top



All the flavours of Milan

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

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ONLY FOR OUR READERS | DINING BENEFIT COMPLIMENTARY COFFEE AND BITTER

ADVERTORIAL



VOLEMOSE BENE MOSCOVA

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

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

ADVERTORIAL



VOLEMOSE BENE VESPUCCI

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

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





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) RISTORANTE DA GIANNINO - PH © CARMI

COTOLETTA ALLA MILANESE

Mentioned for the first time in1500 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).

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. Try the fried variant on the menu of the eponymous trattoria Trippa Milano, on Via Giorgio Vasari 3 (www.trippamilano.it).

CASSOEULA

Acccording 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**.



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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 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 disquised 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 yokes, 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.



2023 Michelin-starred restaurants

The 2023 Michelin Guide has reconfirmed Lombardy as the region with the highest number of gourmet hubs awarded, and 17 restaurants can be found in the beating heart of Milan: check our guide here!



Enrico Bartolini al Mudec 😂 Via Tortona, 56. T: 02 84293701 www.enricobartolini.net

D'O [©] ↔ Piazza della Chiesa, 14 – Cornaredo (MI). T: 02 9362209 www.cucinapop.do

Il Luogo di Aimo e Nadia 🔅 Via R. Montecuccoli, 6. T: 02 416886 www.aimoenadia.com

Seta by Antonio Guida 端

Via Andegari, 9. T: 02 87318897 www.mandarinoriental.it



Andrea Aprea Corso Venezia, 52. T: 02 38273030. www.andreaaprea.com

Anima Via Rosales, 4. T: 02 62278500. www.enricobartolini.net/ ristorante-milano-verticale

Felix Lo Basso Home&Restaurant Via Carlo Goldoni, 36. T: 02 45409759 www.felixlobassorestaurant.it

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AALTO ** Piazza Alvar Aalto / Viale della Liberazione, 15. T: 02 25062888 www.aalto-restaurant.com

Berton Stacomo Watt, 37. T: 02 8088 8624. www.lumemilano.com

Contraste Via Meda, 2. T: 02 49536597. www.contrastemilano.it

Cracco Galleria Vittorio Emanuele II. T: 02 876774. www.ristorantecracco.it

lyo ☆ Via Piero della Francesca, 74. T: 02 45476898. **www.iyo.it** Joia Via Panfilo Castaldi, 18. T: 02 29522124. www.joia.it

L'Alchimia Viale Premuda, 34. T: 02 82870704 ristorantelalchimia.com

Sadler & Via Ascanio Sforza, 77. T: 02 58104451. www.sadler.it

Tano Passami l'Olio 🌣 Via Petrarca, 4. T: 02 8394139. www.tanopassamilolio.it

Viva Viviana Varesec/o Eataly Smeraldo 🍀

Piazza XXV Aprile, 10. T: 02 5462930. www.vivavivianavarese.it





Advertorial

Mar'è, a real seafood experience



Just a **few steps from the Duomo**, there is a new address for gourmet palates. Ideal for both a business lunch and an intimate dinner, for corporate events or important anniversaries, **Mar'è-Il Buon Gusto** offers **gourmet menus with fish** as the (almost) absolute protagonist. **Chef Stefano Cuccu'**s specialities include dishes that enhance the raw material by **following the rhythm of the seasons**. A few **signature dishes** are the Potatoes gnocchi pasta, sea urchin butter, prawns tartar and buffalo stracciatella cream, Traditional "riso al salto" served with Porcini Mushrooms and langoustine tartare, Langoustine wrapped in pancetta, Sea bream tartare, gazpacho, buffalo stracciatella cream, anchovies, as well as the bread, breadsticks, focaccias, crackers, desserts and small pastries offered at the end of the meal. Accompanying everything is a wide selection of **French champagnes, Italian bubbles and wines** selected to be a perfect match for the dishes on the menu.

DISCOVER MORE>

SEE MAP

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ENTERTAINMENTS & TOURS

A mix of sound, shopping, tasting

The new Hard Rock Cafe represents in the centre of Milan a mix of iconic shopping and authentic American cuisine. anding in Milan at the beginning of July, after **Rome, Florence**, **Venice** and **Verona**, Hard Rock Cafe offers one of the largest and richest menus in the brand's history. From the **Legendary Burger** to other iconic dishes such as Wings, Classic Nachos, Sliders to appetisers including Famous Fajitas and Tupelo Chicken Tender.

The **Cafe**, on two levels and with two stages for **live music**, seats 250. At the entrance, guests can visit the **Rock Shop** with music-inspired products and collectibles typical of the brand. The **restaurant** area includes the **bar** and a stage for live music, visible from every corner of the Cafe.

>> Via Dante, 5 T: 02 58124970 www.hardrockcafe.com







LEISURE

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

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



LANDMARKS & MUSEUMS

ITINERARIES

A new museum is born in Milan

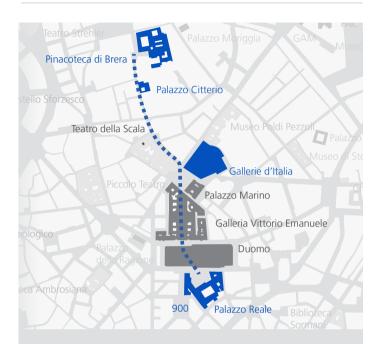
An art museum opens in the city, a cultural centre housing the Luigi Rovati Foundation's Etruscan collection.

he new headquarters of the Fondazione Luigi Rovati, in the historic building in Corso Venezia 52 in front of the Indro Montanelli Gardens, opened to the public at the beginning of July 2022. The foundation, a scientificcultural institution founded in 2016 and named after the doctor, researcher and pharmaceutical entrepreneur Luigi Rovati, goes beyond the traditional concept of a museum, but aims to be a place for thought, experimentation and sharing. The central element of the complex restoration of the Palazzo, consisting of **seven floors**, two of which are underground, is the creation of an underground museum housing the Luigi Rovati Foundation's Etruscan collection.

>> Fondazione Luigi Rovati Corso Venezia, 52 www.fondazioneluigirovati.org







Milan's Street of Art

The city of Milan is enriched by an **art circuit** featuring the city's three main museum hubs: the **Pinacoteca di Brera**, the **Gallerie d'Italia** in piazza della Scala and the civic complex consisting of **Palazzo Reale** and the **Museo del Novecento**. An itinerary extending over **900 metres**, that can be crossed on foot in **just 15 minutes**, from via Brera to piazzetta Reale, cutting through piazza Scala and the Galleria Vittorio Emanuele II, which hosts an extraordinary part of our country's art history, thus making Milan a prestigious international art capital.





DUOMO DI MILANO

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







GALLERIA VITTORIO EMANUELE II

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





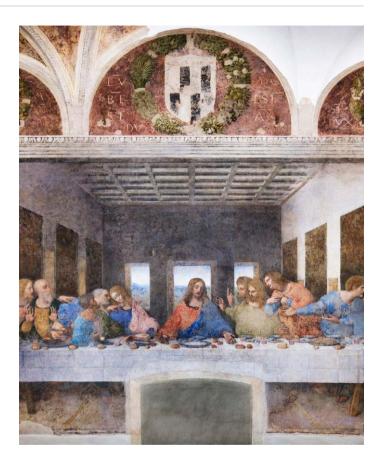




CASTELLO SFORZESCO

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





CENACOLO VINCIANO

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







PALAZZO REALE

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



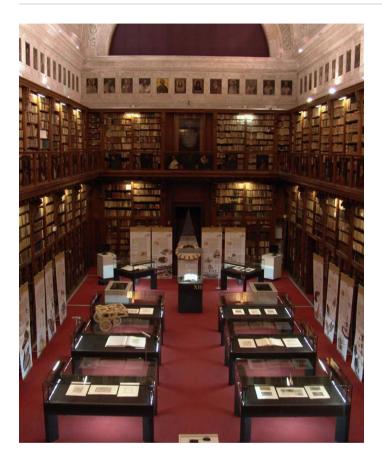


TEATRO ALLA SCALA

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







AMBROSIANA ART GALLERY AND LIBRARY

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





PINACOTECA DI BRERA

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









MUSEO NAZIONALE SCIENZA E TECNOLOGIA

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





TRIENNALE MILANO

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









GALLERIE D'ITALIA

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



MUSEO DEL NOVECENTO

SEE MAP

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





BASILICA DI SANT'AMBROGIO SEE MAP

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



SAN MAURIZIO AL MONASTERO MAGGIORE



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





STAZIONE CENTRALE



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



PARCO SEMPIONE



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

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ORTO BOTANICO



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



NAVIGLI DISTRICT



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





MONTENAPOLEONE DISTRICT

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



BRERA DISTRICT



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

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PORTA NUOVA DISTRICT

SEE MAP

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



CITYLIFE DISTRICT

SEE MAP

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

ESSENTIALS



ATM - AZIENDA TRASPORTI MILANESI

Local Public Transport Company Open daily 7.30am-7.30pm. www.atm.it. T: 02 48607607 (7.30am-7.30pm).

Lost and Found on ATM Vehicles:

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

Ordinary ticket (2€) Valid for 90 minutes. Can be used on buses, trams or the metro Day ticket (7€) Valid 24h. Unlimited travel on buses, trams and the metro. Three-day ticket (12€) Valid for 3 consecutive days from the day of the first validation until the end of the service on the third day. Unlimited travel on buses, trams and the metro. Check rates for the extra-urban subway. https://nuovosistematariffario.atm.it/en/ Where to buy your ticket: from all authorized ticket sellers, ATM POINTs (Duomo M1-M3, Centrale M2-M3, Cadorna M1-M2, Garibaldi M2-M5, Loreto M1-M2, Romolo M2) and automatic ticket vendors.

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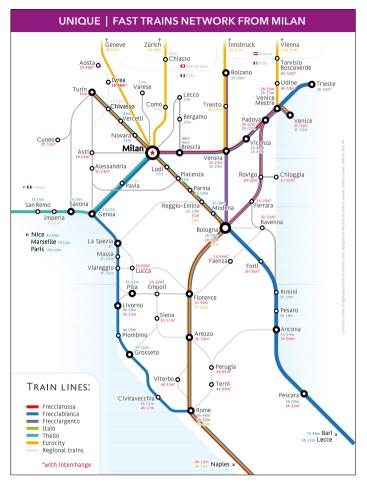
Multilingual tourist assistance and information; free distribution of maps and brochures. T: 02 88455555. Open Mon-Fri 10am-6pm; Sat, Sun and holidays 10am-1pm.

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

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TRENITALIA - National Railway Company

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

• Turin: 55 min • Bologna: 1 hour • Florence: 1 hour 40 min • Venice: 2

hours 35 min • Rome: 2 hours 55 min • Naples: 4 hours 15 min For more info about the Italy-Switzerland railway connections: www.trenitalia.com or www.ffs.ch.



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

TRENORD - Malpensa Express - Regional & Suburban Railway .

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

www.trenord.it. The MALPENSA EXPRESS

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

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.malpensashuttle.com) Ticket \in 10. T: 02 58583185; Terravision (www.terravision.eu) \in 8; Autostradale (www.autostradale.it) Ticket \in 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 \in 13. www.trenitalia.com

Train > from Cadorna Station. Travel time 40' ca. Trenord (www. malpensaexpress.it). Ticket € 13. (www.trenord.it). T: 02 72494949.

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

T: 035 326323. www.milanobergamoairport.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.

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PUBLISHER AND EDITOR-IN-CHIEF Andrea Jarach andrea.jarach@proedimedia.com

MANAGING EDITOR Alessandra Finzi redazione@proedimedia.com

ART DIRECTOR Joy Lacanlale *joy.lacanlale@proedimedia.com*

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

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coo Pierfrancesco Coreno pierfrancesco.coreno@proedimedia.com

MARKETING & ADVERTISING

Sieva Carolo, Isa Faleschini, Francesca Iacono, Daniele Misrachi, Silvia Mosconi, Rachele Renna, *advertising@proedimedia.com*

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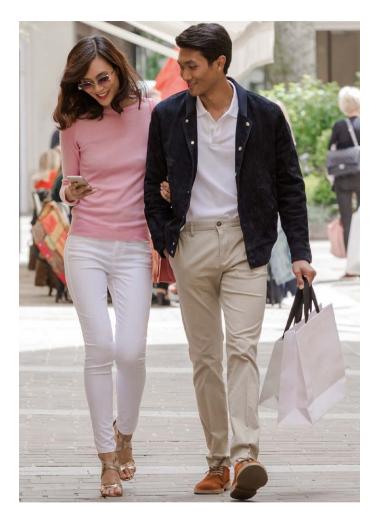


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