

N 02 International

in casa la Provincia



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THE DESIGN SYSTEM A UNIQUE REALITY IN THE WORLD

A network of professionals, business, universities, training and research centres, on the whole metropolitan area of Milan.

Supplemento a La Provincia in Casa, n. 10 NS - Giugno 2000



Provincia
di Milano

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I'm very glad to present this new edition of La Provincia in Casa International. And I'm sure that everyone who has the chance to come and visit our territory will be surprised to find in the Milanese metropolitan area a rich and an attractive territory. The Milanese metropolitan area is the centre of design and innovation, the capital of fashion, the driving force of the Italian economic growth. Milan and its hinterland is a big and alive metropolis situated at the centre of Europe, a meeting point for the economic and business exchanges, a place where the creative talents can compare each other. The Milanese territory is able to amaze their tourists offering a place which is rich of nature, artistic heritage and high-quality food products and traditions. This magazine aims at give you a short lapse our metropolitan area and a little tale of our world. We are waiting for you!

Filippo Penati, President of the Province of Milan.

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SHIHOMEITALIA

A communication between Japan and Italy

Kenji Miura

Born in Tokyo, Japan, in 1966
General Director of
Shiodomeitalia Creative Center
President of Ad Maiora Corporation
Director of NPO Comune Shiodome
(Shiodome Italian
Quarter Development project)

It's been six months since Shiodomeitalia, a cultural facility, opened in Tokyo with the aim of creating a cultural and commercial communication project between Japan & Italy. During those six months, Shiodomeitalia organized various exhibitions such as "Ettore Sottosas", "Maestri" which presented 28 top Italian designers, "Milanomadeindesign", "Vespa, an Italian journey" in collaboration with prominent Italian institutes as "La Triennale" of Milan and the "Domus Academy". We have also organized a lot of expositions with the aim of introducing Italian regional tourism and products, as well as Italian small and middle sized enterprises.

We also held a PR event about Italian top industries, like FIAT. The Italian design or products presented

during our exhibitions and expositions not only communicated a commercial message but also the cultural value to the Japanese audience, reminding us of the Japanese community and style that have been forgotten after Second World War. We have recently organized an event titled "Art and Design for children", based on the introduction of the Reggio Children's educational approach. This event has given us an important hint to understand the design, that is, to appreciate design as a thinking process, not as a result. However, it is not easy to deliver this kind of precious Italian cultural value to the Japanese social context today. In Japan, usually, most of the products and services are produced from the industrial mechanism of big enterprises.



In these pages some pictures about the touring exhibition Milanomadeindesign at Shiodomeitalia Creative Centre, Tokyo

From the left to the right Filippo Penati, President of the Province of Milan and Francesco Rutelli, Minister for Cultural Heritage and Activities



The real value of design is not shared by everyone. What Shiodomeitalia aim to do is to let penetrate the design as a value, as a style, to the life of the mass of the people related to the industrial mechanism of big enterprises.

Shiodomeitalia project aims to unify the cultural and commercial activities through the communication between Japan and Italy. The culture gives a hint to a new life and that hint gives birth to new products or services. The cultural business has to build up a mechanism which is like a life style gallery that evolves to a new business development. We Shiodomeitalia would like to contribute to the cultural and business communication between Japan and Italy through those activities.





THE DESIGN SYSTEM THE EXCELLENCE OF A TERRITORY

The radical changes which took place in the global market consolidated its innovative role

Alberto Bassi
Historian and design critic, teacher
at faculty of design and arts of the
IUAV University of Venice.

At present thanks to its enterprises, to its designers, to the many expositions and international events that take place in Milan, such as for example the spring appointment with "Milano Design week", able to get the whole city involved in the event, the Italian design is considered a worldwide leader (not only in the furniture field, but also in the transport and in the industrial equipment).

This energy grounds its origins and notoriety in the historical features of the Italian design, nevertheless that vitality also derives from the ability of this business to renew itself, and particularly to get a "global" structure, realized in the most recent years, in order to tackle the many challenges imposed by the drastic changes occurred in the relationships with the market, in organizing the manufacture, in how consumption takes place, but also in the roles and meanings of the same design. It is for sure that important choices wait for important answers, and investing on research and training appears to be the most strategic solution, as well as the very ability of "networking" and enhance energies, businesses and intelligence available on the territory, which are vital in order to be able to take action in an appropriate way at a worldwide level.

Exploring now the most important area of the Italian design geography, the city of Milan and generally speaking the Lombardy (inside the metropolitan city, and also extending to the whole Lombard area), we can however notice how this ability to consider new dimensions looks apparently obvious because

based on the building of a "system" approach, which ties together the main characters of this business: from enterprises to designers, from specialized and standard media, to cultural publishing industry, from training to communication sites, from management to finance. This is a series of tangles that have on one side developed and somehow rediscovered two among the most historical distinguishing elements of our country. From one side the quality work carried-out on the very product, sometimes meant to represent, as stated by Sergio Polano, an "original theory between experimental subversion and planning common sense", and instead on the other side the particular relationship between project culture and enterprise culture, most concretely between enterprise and designer. Let us highlight that once this last one was entirely Italian, while at present it also cooperates with greater international designers, who only in Italy can find a productive industry, which appears to be versatile, flexible and culturally at the forefront.

Without our firms, not only traditional firms manufacturing furniture in the Brianza area (an area of Lombardy located in the north of Milan and very well known because of the manufacture of quality furniture) but also the whole productive network of full excellence of suppliers of semi-finished products, complements and so forth, also the most famous designers like Philippe Starck, Ron Arad and Jasper Morrison would have had difficulty in carrying-out their best works. On the other side we

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THE DESIGN SYSTEM

have to say that local designers, such as Antonio Citterio, Alberto Meda or Michele De Lucchi have been easily succeeding on International markets, as well as new generation designers who can by now be proud of solid international collaborations, as well as an encouraging care showed by local firms.

We are talking about firms and designers who can now face the new logic of economy, as well as the modified perceptions users feel towards value and the meaning of objects. Actually, also consumption habits have changed over the years, because it now prevails the logic of needs over the logic of desires, which are encouraged by feelings, game and aesthetics, rather than real needs and common sense. To this very different condition of the user and of the market, it has joined a deep renovation process involving economy and enterprise, between globalization, productive delocalization and so forth. The role played by the "world" of design inside this context appears to be linked to the ability of immediately seizing the way consumers' tastes can change, and by the sensibility of satisfying the requirements of markets.

At the same time however, firms and designers are exploring new directions, in order to succeed in standing out in a sometimes standardized and vague scenario. This is why research and innovation (broadly speaking: typological, technological, functional, ethical-moral, and at last aesthetic) are so important, in order to strengthen one's own identity. Only innovation can shape new market and consumption shapes, by also outlining strategic perspectives meant to fight against the logic of imitative competition.

The word innovation also means looking at objects with the consumer's attitude, paying attention to the way they can be indiscriminately used, in order to reduce the impact they can have on the earth and on our lives; to prefigure typological and functional solutions, which have to correspond to the altered/changing ways of living, working and moving around.



*DAY DREAM Chairs
by Archivolto design
Pedrali realase*

THE LONG TRIP OF THE MILANESE DESIGN

“Milanomadeindesign” from New York to Toronto, from Tokyo to Beijing

The city of Milan and its territory are often associated to the word fashion, style, creativity, innovation and design. In order to reaffirm this supremacy, as well as to promoting also overseas the capabilities of the Milanese productive system, the Province in Milan together with the Town Council of Milan and the Chamber of Commerce has organized a touring exhibition called “Milanomadeindesign.” This is a show event meant to narrate the particular character of the Milanese territory described as a great, endless factory of creativity made of enterprises, craft activities, training facilities, research centres: a complex system where global and local meet to generate a project and a productive quality considered as unique in the world, in the sign of the Made in Italy.

Milanomadeindesign has been successfully inaugurated in New York on May 2006, hosted by the prestigious setting of the Milk Gallery, an exhibition area located in Chelsea, inside a district where there is a massive presence of Italian firms active in the furniture and the design field. The exhibition has been welcomed with an enthusiasm similar the one shown Toronto - Canada, on the following November, which has been the second and the last stop in North America. Over 120 products are being exposed during the exhibition, like for example some very well known design labels such as Candy, Pirelli, Prada, Boffi and Artemide, as well as items conceived by creative young people. “Clothes and objects”, “lights and shadows”, “home sweet home”, “handmade”, “love



*Milanomadeindesign
exhibition at Shiodomeitalia
Creative Centre, Tokyo*



for the detail”, “ideas and materials”, “myth and speed”, “signs and handwritings”: these are the issues dealt-with in the exposition, leading the visitor in a sort of virtual trip in the territory of Milan and its Province, also through interactive suggestions and a game of spaces at various levels. The design here not only is considered an aesthetic discipline, but also becomes the reading key to represent the identity of a territory and its ability to unite thought, know how, art and engineering, technological innovation, functionality and aesthetical quality. It is in Asia where the Milanese design tour has been restarted, starting from Japan, and using the above tested formula. Milanomadeindesign has been actually inaugurated in the city of Tokyo, at the Shiodomeitalia Creative Centre, in the heart of the Shiodome area, a real cultural centre devoted to Italian style and culture and from where the Triennale of Milan (Three-Year Exposition), the historical institution that became the mirror of the Italian art and architectural culture, as well as one of the biggest comparison centres among the emerging trends, opened its first permanent centre overseas. Milanomadeindesign, immersed in an atmosphere permeated by the Made in Italy, has been presented together with another exposition dedicated to the vespa motor scooter, titled “In Vespa, un viaggio Italiano” (driving with the vespa, an Italian trip), together with other events included in the Italian Spring, a review of over 200 events



between March and June held all over the Rising Sun Country, characterized by the cultural exchange between Italy and Japan, promoted and organized by the Italian embassy in Tokyo, in collaboration with the Ministry of Foreign Affairs and other public and private institutions.

In order to highlight how important is the exhibition as a strong tool of territorial marketing, the inauguration has been officiated by the presence of high authorities, such as for example Penati the president of the Province in Milan, Davide Rampello the president of the Triennale Foundation, the president of Shiodomeitalia, Mr. Akira Otsuka, and the vice Prime Minister and Minister of National Heritage and Culture Francesco Rutelli. On the occasion of this inauguration the vice Prime Minister has decided to announce the intention of the government to create a National Design Board in Milan, based on the successful experiences already tested in other foreign Countries. This project is going to be realized, officially crowning Milan and its territory as the design capital, investing on this asset, which is very strategic for the whole Italian productive system and its image in the world. The president of the Province of Milan Filippo Penati, confident of the successful result of the previous stops has declared his wish to bring also to Asia an extraordinary visiting card of the innovation and the creativity of the Milanese enterprises.

“I have always been confident about this project,



which invents a show event able to open new opportunities for the economic and cultural exchange, as well as important chances of relaunching the competitiveness of the Milanese metropolitan area, on international markets". The horizon of Milanomadeindesign is opening to Asia also with the aim of promoting the candidacy of Milan to play host to Expo 2015. The president of the Province of Milan Filippo Penati has added that in such an atmosphere where all chances of strengthening the friendship and the exchange relationships between Italy and the other Countries are enhanced, the show can also become an important occasion of promoting the candidacy of Milan for Expo 2015, as well as a moment to compare Milanese experiences with other Countries' and to promote our territory to the eyes of the international public opinion. The challenge of gaining the universal Exposition seat in Milan is supported with a synergic effort made by all involved institutions, both local and Italians. Actually, after the visit of the Italian vice Prime Minister Francesco Rutelli, also the Italian Prime Minister Romano Prodi has decided to officially visit Japan, after ten years from the last official visit made by a Prime Minister in the Rising Sun Country. The design exposition of the Province of Milan in Tokyo is included among the stops that Prodi will make in the Country. Milanomadeindesign has really been a success,

with 11.200 total visitors. A satisfaction that has also brought this brand outside the Shiodomeitalia Creative Centre. A selection of ten pieces, all concerning kitchen and food, like for example the professional coffee machine Serious M39 by Cimbali, San Lorenzo's silver pan and the Candy Trio have actually been selected and exhibited at the imperial gardens of Shinjuku, on the occasion of the second edition of the Lohas Design Award, which was held starting from May the 12th through the 20th. Lohas has organized the initiative; Lohas stands for Lifestyle of health and sustainability, the movement of "eco consumers" that was born in the United States and became also in Japan a mass phenomenon, gaining a great public success, with over 46.600 visitors in just eight days ever since the event had started, where Italian products have been appreciated because of their functionality, style and originality. After Japan, the Milanomadeindesign tour will continue all along Asia: next destination China, where two stops will be made, first one in Beijing and second one in Shanghai. On the 4th of July the exposition will be inaugurated in the Chinese capital, at the Today Art Museum. The Milanese design will reach the city of Shanghai in autumn instead, with a cultural event willing to capitalize the key elements of the system and the productive organization of Milan and its territory, emphasizing with images, objects and products the winning trinomial: territory-manufacture creativity.

*CLOUD bookcase
by Ronan and Erwan Bouroullec
Cappellini realase*

*On the left page,
594 BROADWAY chair
by Gaetano Pesce
Bernini realase*

THE DESIGN SYSTEM A UNIQUE REALITY IN THE WORLD

A network of professionals, firms, universities and training centres stretching to the whole metropolitan area

Placing the National Board of Design in Milan can be probably considered as the last institutional step toward a full acknowledgement of the role and the importance of the Design System in Milan, because we are talking about a real system. An ensemble consisting of professionals, enterprises, universities, training centres, expositions and museums in constant connection. Hundreds of thousands of experts and a widespread diffusion on the territory make of Milan a unique area in the world.

FIGURES

Considering those persons who are enrolled to associations, let us say that in Lombardy there are 895 persons among professionals, studios and designers companies, 42,6% of the national total number (2100); among those 644 operate in the province in Milan, which accounts for the 72% of the regional total amount and 30,1% of the national total amount. A professional out of 3 among the members of professional associations operate in Milan and province. Let us say that the vast majority of professionals associations have the main office in Milan, evidence of how the Lombard Milanese area tends to be central, both at a national and at an international level.

PROFESSIONALS

The system of design occupations has gained its actual importance, thanks to excellence associations with the design and with the Lombard productive fabric. We can say that the system of enterprises as a whole has been growing inside a sort of "common design atmosphere".

The most important bent of the Milanese design derives from its historical connections with part of the Lombard enterprise, as well as from continuous and habitual attendances between designers and entrepreneurs, such as furniture, lamps, furniture objects, wear, but also cars and transports are among those products that have bought Lombard firms and designers working with them to an International reputation.

One of the most interesting aspects of the Milanese design is the ability of creating project chains, by always admitting resources and competences suitable to the buyer's requests.

The occupations system available in the Lombard Milanese area has been performing for a long time at an international level, working both for foreign firms, and for Italian enterprises, accompanied on new markets. The National Board of Design in Milan will be the new engine of the entire system.



The seat of the Politecnico at the Bovisa with the faces of some of the protagonists who were granted honorary degrees in industrial design

CREATIVITY NETWORKS

The design process involves a series of complementary competences offered by those who support the same project. We are talking about technical activities to be placed inside the service support area of the project process, and linked to the use of technologies, to the technical feasibility of products and to their purely productive dimension. Artisans, model makers, prototypes performers, die-sinkers, experts in some special technological workmanships, they often collaborate for the successful outcome of a design process, in order to promote successful solutions.

A good designer - main characteristic of the Lombard Milanese system - normally communicates with those important characters of the territorial innovation. According to another formality instead, the designer normally communicates with those persons who collaborate to the product enhancement process and to the production of the same, with other professionals. Together with the designer there are those persons dealing-with promotion, communication and events, advertising agencies and public relationships, photographers and many other creative profiles.

Such "creativity networks" express as a whole the ability of the territory to be a privileged place of the design culture.

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UNIVERSITIES AND COURSES

Every year at least ten thousand students attend the courses organized by the seven most important design schools in Milan. This is a very significant figure, but to this last figure we have to add the number of students who attend the myriad of other schools and the great number of young people, mainly foreigners who periodically come to Milan, in order to carry-out "training" experiences in the design field, outside official courses, participating somehow to the rich offer of events, demonstrations, meeting opportunities, moments of communication and exchange offered by the city, with a constant reference between cultural and productive dimension of the design. Foreign students, coming to Milan to get trained in the design field account for more than one third of those mentioned groups. Let us say that considering this last event it is possible to state that design is one of the most charming elements of the whole Milanese and Lombard area. Teaching design in Milano means to have a strong relational relationship with the productive world, together with the world of professions. This can be testified both by the high number of "stages" (training) carried-out by students for some enterprises or professional offices (in the university educational carrier, such experiences are mandatory), both by the strong involvement of the productive worlds, the same as in educational projects. This complex network can be proved by a wide system of reciprocal exchanges, which is preformed in a very high number of competitions, workshops, and common projects.

*One of the buildings of the
 faculty of design at the
 Polytechnic of Milan*



RESEARCH CENTRES

The design research has gained a niche position in this complex system of facilities and centres, working very close to enterprises and experimenting with the same experiences of strategic development, which work on the design abilities.

It communicates in a useful way with the most significant results of standard research, on materials, on technologies, on processes, translating acquisition of such a research in a constant innovation of the product. The research also tries to anticipate the users' needs, on anticipatory aspects and on the collection and revision of outside signals, on the emerging market trends, so as to supply important elements for those who have to take strategic decisions for the enterprise. It also works on the product system, on the means, the techniques and the most suitable solutions, in order to give a higher perception of the meaning, incremental values, strong visibility, to the products in any aspect concerning the process of leading the same on the market. The research also operates in the field of project technologies, of network and interface technologies between how design and production are represented.

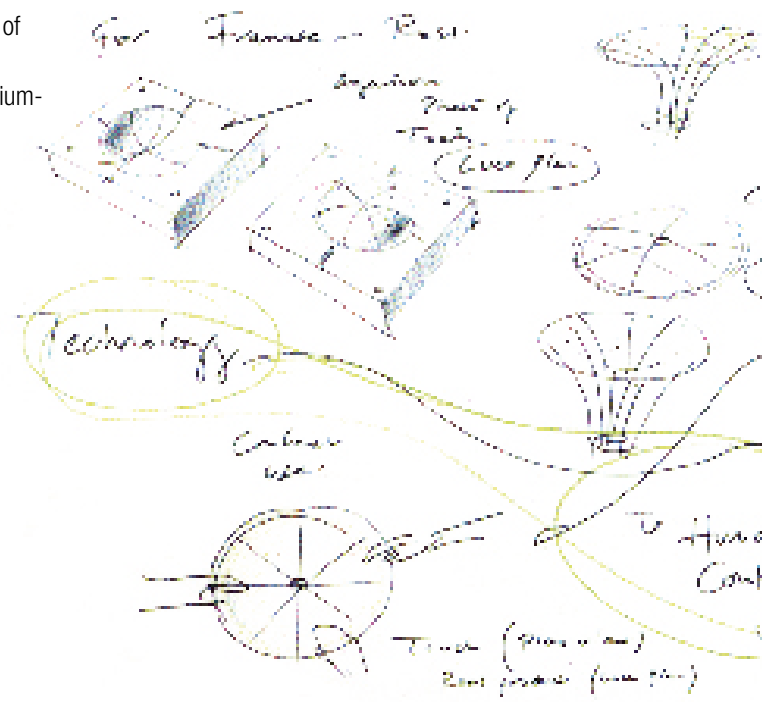
The research also boosts the design by small and medium-sized enterprises, creating the conditions for enterprises to experiment the potentialities offered by the design innovation, increasing the perception of the design value and the process of confidence towards the design, determining an increasing request of design for small and medium-sized enterprises.

THE OUTER DISTRICTS OF THE DESIGN

The outer districts are areas of productive excellence able to represent developing poles with a high technological potential, where to operate policies to boost the technological cooperation among enterprises and technical-scientific research centres, with the goal of strengthening the competitive ability on local and international markets.

Besides design and fashion outer districts, also the districts of materials, of non alimentary biotechnologies, of alimentary biotechnologies, and of the ICT have been acknowledged. In this context and related to those situations, design can be considered as the enhancing element leading standard and technological research towards new kind of product and new forms of access to the market.

However, only a small part of the Milanese and Lombard enterprises actually make use in an explicit way of the design, while the other enterprises often use it indirectly, by implementing emulative and imitative processes, typical of district areas. We can say that there is a sort of virtuous effect involving the design innovation flow, which always generate in specific fields of the territorial system, spreading all around it beneficiary effect, even if diluted in concentric circles and radiating to the whole productive territory.

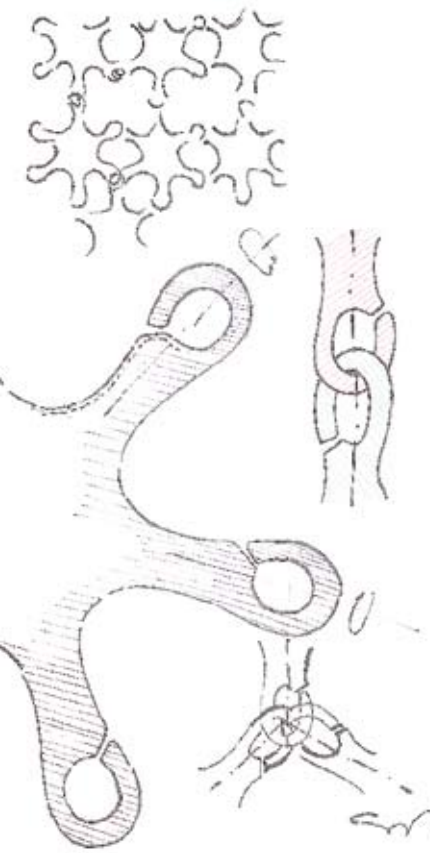


Sketches of the lamp
AGARICON
by Ross Lovergrove
Luceplan realase



ENTERPRISES AND ASSOCIATIONS

In the Milanese and Lombard area there is a widespread design culture fostered by the same enterprises, by developing over the years solid relationships and important associations with excellent characters belonging to the design world. Lombard enterprises assimilate the design even when they don't directly use it, looking like absorbed in a sort of widespread and stimulating atmosphere, a characteristic of the productive Lombard territory. The Milanese Lombard productive system is quite totally made of small and medium-sized enterprises, and more often of micro enterprises and artisan enterprises, arranged by systems recomposing the whole productive cycle, from the initial manufacture on materials and the production of goods for the market, and services in order to lead products on the market.



One of the objects exhibited in Milanomadein design, the project is by Giulio Iacchetti, the production is by Caimi Brevetti



ADI ADI ASSOCIAZIONE
PER IL DISEGNO
INDUSTRIALE

FONDAZIONE ADI
PER IL DESIGN
ITALIANO 


MUSEIMPRESA

 **aiap**


Archivio e
Bottega
Sacchi
Viale San Gerardo



A temporary exhibition for the International Furniture Fair 2007 in the Sforzesco Castle in Milan

EXPOSITIONS

At present Milan stands at the centre of the domestic exposition system. 50% of international events are carried-out in Lombardy and among them more than 90% are carried-out in the province of Milan. This means that 45% of international expositions in Italy are carried-out at Milanese expositions centres.

These last figures confirm the importance and the significant dimension of the situation. Design is very much linked to expositions because the majority of product industries showed during the most important Milanese and Lombard expositions incorporate the design as a distinguishing factor of their productions.

Furthermore the design tests the Lombard ability

to take part in the design of spaces for the visibility of products and to the preparation of places, inside and outside expositions. Besides, on the occasion of an important exposition the whole city becomes animated with exposition initiatives subsidiary to the same event, by creating a widespread system of moments of visibility for exposed products, celebrated at big expositions, and where the design gives a very important contribution.

62 Lombard expositions out of 86 directly depend on the regular presence of the design as a distinguishing characteristic of showed products. The combination between expositions and design generate nearly 200.000 exhibitors, attracting in the area approximately 4 million visitors per year.



The exhibition "Sparks of progress" promoted by ISEC Foundation - Contemporary History Institute

CULTURE

The ability of promoting and representing itself with effectiveness plays an important role for the international success gained by the Milanese design, by using legitimate places appointed to preserve intellectual works, but also factories and working places, temporary spaces and the same city as a big "stage" where to intertwine new exposition and communication performances, together with a changing variety of cultural offers that often come from below. This visibility system stands inside a wide and variegated system of Lombard culture, going from museums, shows, cultural events, etc. On the regional territory 31 available museums out of 218 are located in the province of Milan. The phenomenon of design finds its way through the consolidated system of museums, permanent collections and historical contents meant to host

shows, temporary expositions, but also modern representations, like for example goods and objects of every day life and of mass production.

It also finds its way through a series of collections dedicated to its origins, starting from the tradition of decorative arts and traditional pieces of knowledge. It celebrates its heroic stage in the great number of museums, enterprise archives and museums dedicated to the material culture of a territory, which radiates the whole Lombard productive fabric.

A constant care to make, to produce, to innovate and to compete, but also a constant search for the historic memory and the carrying-out of the social and cultural value dimension of the work in itself and of the action of undertaking.

The phenomenon of museums and enterprise archives, of district museums, of museums and of territorial archives is quite a recent one and has 42 museums in the Lombard region, linked to the activity of some of the most important enterprises, such as Alfa Romeo, Campari, Pirelli, Armi Beretta, Zucchi, Kartell etc. 52 is the number of Lombard museums dealing with design, of which 26 are enterprise museums - museums and archives - 12 are those ones concerning district and territorial systems and there 14 of them among museums and museum-houses. 9 of the above mentioned facilities have permanent collections and also exposition spaces used for shows and temporary expositions. Let us also add 40 spaces meant for temporary shows, mainly placed in Milan and its metropolitan outskirts, which are used to host shows and cultural events. The Design Museum is a big and important project of next achievement that Milan has been longing for a long time.

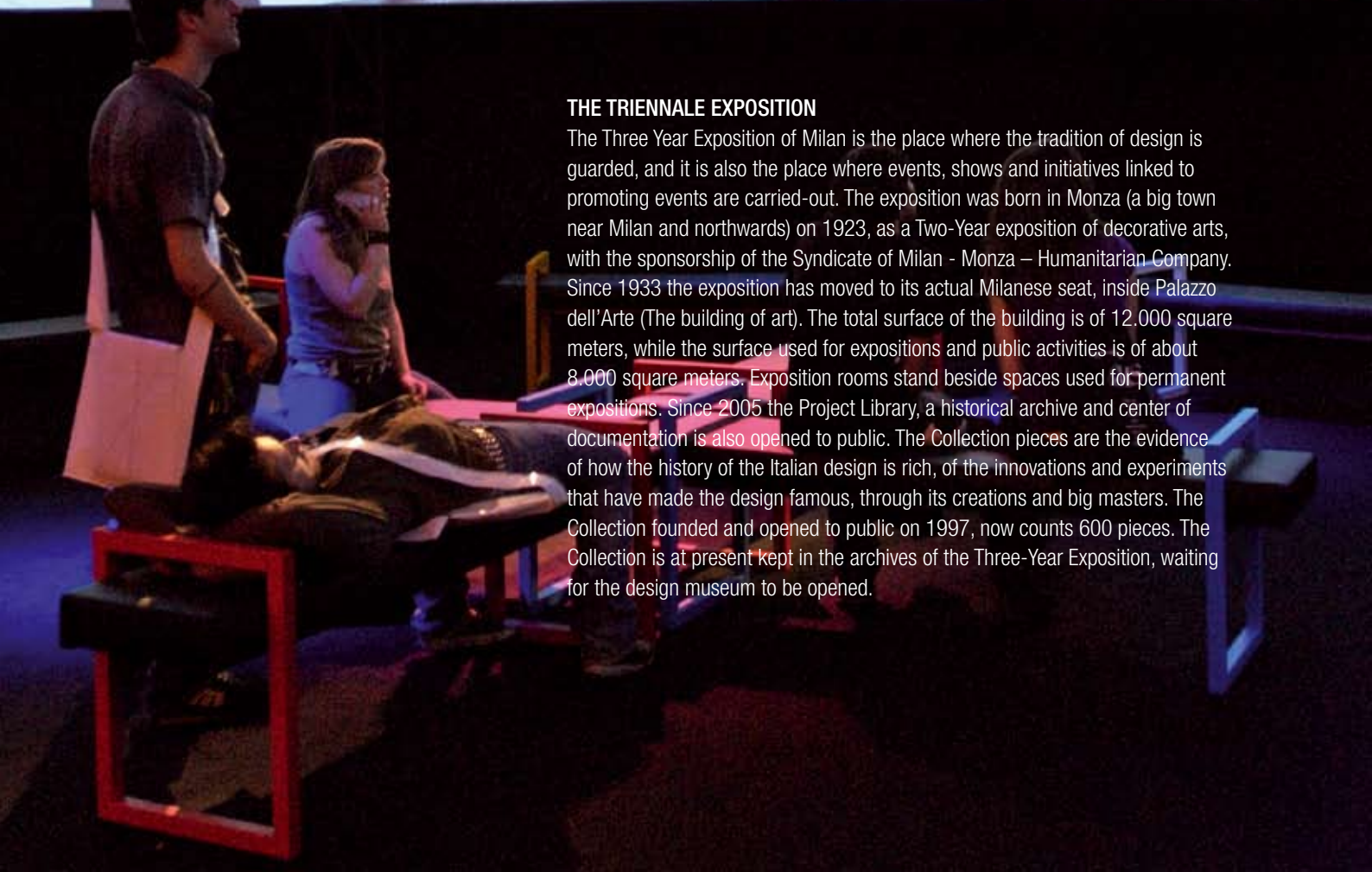
1 university faculty
17 specialised institutes
37 publishers of specialised journals
441 companies specialising in design

More than 200 showrooms
220 million euro annual turnover
65,000 employees at various levels within the sector
Over 1,000 items preserved by the Permanent Collection of the Triennale



THE TRIENNALE EXPOSITION

The Three Year Exposition of Milan is the place where the tradition of design is guarded, and it is also the place where events, shows and initiatives linked to promoting events are carried-out. The exposition was born in Monza (a big town near Milan and northwards) on 1923, as a Two-Year exposition of decorative arts, with the sponsorship of the Syndicate of Milan - Monza – Humanitarian Company. Since 1933 the exposition has moved to its actual Milanese seat, inside Palazzo dell'Arte (The building of art). The total surface of the building is of 12.000 square meters, while the surface used for expositions and public activities is of about 8.000 square meters. Exposition rooms stand beside spaces used for permanent expositions. Since 2005 the Project Library, a historical archive and center of documentation is also opened to public. The Collection pieces are the evidence of how the history of the Italian design is rich, of the innovations and experiments that have made the design famous, through its creations and big masters. The Collection founded and opened to public on 1997, now counts 600 pieces. The Collection is at present kept in the archives of the Three-Year Exposition, waiting for the design museum to be opened.



THE CHALLENGE OF MILAN EXPO 2015

The selected theme for the above exposition is “Feeding the planet, energies for life”



Will Expo 2015 be definitely held in Milan? The choice will be taken on March 2008 by the 98 States joining the “Bureau International des Expositions” – Bureau for International Expositions - (normally abbreviated with BIE). The Province of Milan, as well as the Italian Government and other involved local authorities, are working together to promote the candidacy of Milan as the seat of the future Expo. All worldwide expositions organized by the BIE are traditionally considered as an important showcase for all participant Countries. A showcase that would be considered even more prestigious should Milan be chosen as the seat of Expo 2015, because this city is located at the very heart of Europe, in a metropolitan area comparable to that of London and of Paris, with a total number of inhabitants corresponding to approximately 9.3 million people. Let us also highlight that Milan and the Lombardy can be considered as favoured compared to the competitor city of Smirne, because they can rely on a demographic basin as well as a definitely central positioning. The Milanese area has always been a crossroad of cultural and economic exchanges, and it is also the most inhabited, developed and dynamic area of the whole Country. Milan is actually undergoing a radical process of urban regeneration with the purpose of recovering

dismantled areas, as well as relaunching the image of the city. The Milan of 2015 will introduce itself to the world as one of the most innovative metropolis, both under an urbanistic point of view and under the arrangement of urban areas. The new location chosen to play host to Expo 2015 will be the new exposition premises of Rho Perù, the first exposition area in Europe for number of visitors and events. Also the choice of the theme “Feeding the planet, energies for life” and its development reflects the will of involving all the Countries in an event that will give visibility to the tradition, the creativity and the innovation of the food industry. The chosen theme will also offer a great chance to communicate and promote to basic productive communities, to farmers, to food enterprises, to the logistics and to the distribution, to the catering industry, to research centres and to all firms from all nations involved in the exposition.

The president of the Province of Milan, Filippo Penati states that the “The nomination of Milan is the nomination of the whole Country”, highlighting the unity of all the involved institutions, which are working together in order to promote this event. “It is Italy as a whole that has chosen to nominate the city of Milan, and everybody is working hard for its successful triumph”.

1906 – 2015
THE INTERNATIONAL EXPOSITION IN MILAN

On April the 28th 1906 Milan inaugurated its universal Exposition. This was the first international exposition to land on this side of the Alpes, starting an event that would leave a mark on the development of a city that was once opening to modernization, becoming the heart and the emblem of the spirit of the Twenty-First century. The exhibition was dedicated to the development of transportation and communication systems, by celebrating the opening of the Sempione tunnel – at that time the longest in the world. Thanks to that tunnel Milan became the pivot of railway communications with central Europe, laying the foundations for the future development of the industrial triangle consisting of Milan–Turin–Genoa, and confirming its role as the heart of the international economy.

24 nations with over 35.000 exhibitors and five million and a half visitors participated to the inauguration of this exhibition area of about one million square meters, arranged between piazza Sempione and the former area located in piazza d'Armi (this area became the official Exposition Area of Milan since 1921), connected through a hang-up electric railway. On the occasion of the exposition two hundred edifices were built, the Sforzas' Castle was restored and the civic Aquarium was built, investing all the available energies of that time, in order to show all the best of Milan.

In order to get the Milanese to remember how important was the Expo 1906 for the development of the city, on the eve of Expo 2015, a potentially pivotal event for the city, provided that Milan is chosen for the Expo 2015, the Province of Milan has decided to promote a photographic show titled "Milan 1906-2015, the international exposition – progress and the metropolis". After the inauguration arranged in the courtyard of Palazzo Isimbardi, on November 2006, the show will be touring all along 2007 in all the cities that have agreed to accept the invitation made by President Filippo Penati to play host to the show, and belonging to the Province of Milan. After Rho – the first village to support the initiative – the show has already visited Cernusco sul Naviglio, Vangazo, Robecchetto con Induno and Truccazzano. The 36 panels composing the setting up lead visitors into a trip through images, culture and the imagination of that time. The 150 copies mainly recovered from the Archivio Bertarelli of Milan, give us the idea of a city in motion towards the future, where we can still find the reflection of the project of a city of the second millennium.



MILAN AT THE CENTRE OF EUROPE FOR A FOOD CULTURE

Interview to Emma Bonino, Minister for International trade and European policies



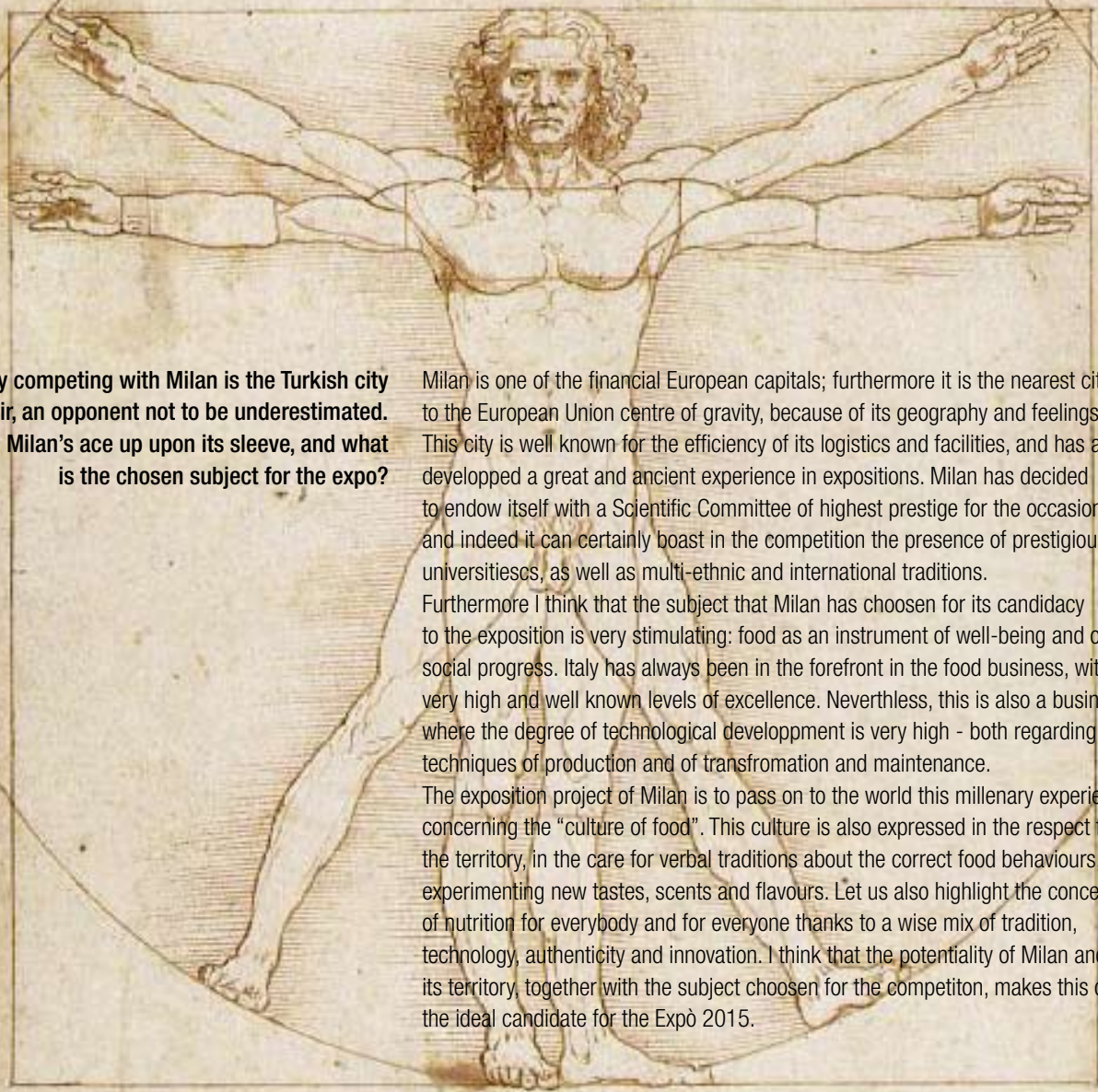
Emma Bonino, Minister for International trade and European policies with Filippo Penati, President of the Province of Milan.

Milan and its Province have always been considered as a dynamic territory in constant evolution, but the competition for the Expo 2015 is pressing and it is not time to lie back on one's good reputation. Which are the projects are you planning to launch in order to further the credibility of Milan as an eligible seat for this Exposition?

The Italian Government has immediately decided to support local authorities in seizing this big opportunity. We actually believe that Milan deserves this chance, and this is why the whole country is supporting this project. The Government is now ready to play its role, by providing all the required financial resources, in order to modernize reception and logistics facilities, necessary in order to ensure a net and constant flow of visitors, estimated around approximately 30 millions of people. Let me please highlight that when does Italy play the "MW formation", results are positive.

We still actually hear about the positive comments about the recent Snow Olympic Games, and we strongly believe that the Expò 2015 "challenge" can meet with the same success Italy has had in Turin.

Handwritten text in a cursive script, likely a transcription or commentary, located at the top of the page above the drawing.



The city competing with Milan is the Turkish city of Izmir, an opponent not to be underestimated. What is Milan's ace up upon its sleeve, and what is the chosen subject for the expo?

Milan is one of the financial European capitals; furthermore it is the nearest city to the European Union centre of gravity, because of its geography and feelings. This city is well known for the efficiency of its logistics and facilities, and has also developed a great and ancient experience in expositions. Milan has decided to endow itself with a Scientific Committee of highest prestige for the occasion, and indeed it can certainly boast in the competition the presence of prestigious universities, as well as multi-ethnic and international traditions. Furthermore I think that the subject that Milan has chosen for its candidacy to the exposition is very stimulating: food as an instrument of well-being and of social progress. Italy has always been in the forefront in the food business, with very high and well known levels of excellence. Nevertheless, this is also a business where the degree of technological development is very high - both regarding techniques of production and of transformation and maintenance. The exposition project of Milan is to pass on to the world this millenary experience concerning the "culture of food". This culture is also expressed in the respect for the territory, in the care for verbal traditions about the correct food behaviours, in experimenting new tastes, scents and flavours. Let us also highlight the concept of nutrition for everybody and for everyone thanks to a wise mix of tradition, technology, authenticity and innovation. I think that the potentiality of Milan and of its territory, together with the subject chosen for the competition, makes this city the ideal candidate for the Expo 2015.

What can this expo give to Milan and generally speaking to Italy?

In my opinion this exposition is a good chance for Milan and for Italy to grow-up not to be wasted. This is a chance to give an extraordinary acceleration to the effort we are committing ourselves to make in modernizing our facilities, but also to continuing to surprise with our most authentic and inimitable brand, that "Made in Italy and by Italy" refined and highly regarded in any corner of the world, a brand we Italians are very proud of. This is the reason why I think that the commitment of all those people involved in this challenge is really amazing.

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MILAN, AN “HAUTE COUTURE” OR “À PORTER” CITY ?

With a yearly turnover of 68 million euros, the fashion business is the second productive resource of our country and Milan is its capital

In Italy and at a worldwide level Milan is known as one of the fashion capitals.

The Milanese fashion, as well as being one of the leading businesses of our domestic economy, also represents the most characterizing activity of the city, promoting Milan overseas.

The Milanese style and fashion are at present one of the most famous brand at a worldwide level, and the enterprises working in the fashion industry are the ones that mostly contribute to the Italian export.

FASHION IS MAKING A NICHE FOR ITSELF

The link between fashion and the city of Milan is very tight. Fashion imposes some collective customs and times; also redrawing the city urbanism, like for example some fashion areas in Milan, but also commercial streets and some inner suburbs areas, places of deindustrialization that fashion and services have succeeded in rehabilitating and enhancing with creativity. This famous creativity is a characteristic feature of our city, where traditions and design, good taste and care for quality have converged, enhancing a strategic and complex business, able to make interact small and big enterprises, manufacture, distribution, craftsmanship and trade. Here are some figures: one Milanese dress out of five is posted to the US, and a leatherwear item out of four goes to Japan. The very tight link between fashion and territory, fashion and city, is obvious for at least three reasons. The first one is that the excellence of fashion is the result of a long story, from the textile tradition that has always characterized Lombardy, a quality dictated by manufacture. The second reason is that fashion not only is linked to the quality of the product, but does also refer to the culture, the identity and the history of the place where it is manufactured, as much as now we hear about the Made in Italy, as well as the Living in Italy. At present someone who buys a designer item, not only is satisfied with the quality, but does also expect to bring home a certain quality of life, characterising Italy. The third reason





12,000
companies involved in the
"Fashion System"

850
showrooms

6,000
shops connected to international
brands

300
fashion shows every year

6,000
people professionally involved in
the "Fashion Weeks"

200,000
visitors per year

3,530
designers working to promote the
pairing Milan/Fashion

16
institutes of higher education
involved in training in the fashion
sector



is linked to the places and rhythms of the city, because fashion has unrealistically designed some Milanese areas. Let us think about the importance of fashion streets, or to the new settlements located in some inner suburbs, for example the area near via Tortona, historically disconnected and distinct from this business. Rhythms are linked instead to seasons, to collections and to sales, those rhythms dictated to the city by fashion. Milan is one of the main fashion markets worldwide, together with Paris, London and New York. The reasons of this success are manifold, but the most important one is linked to the dimensions, the notoriety and the market acknowledgement of shown brands. Actually the fashion show, besides representing an event of highest communication impact, also represents the visible element of a complex system made of small and medium enterprises working at all levels, from the manufacture, the commercialization and the marketing. Fostering the fashion show event means to further all those enterprises gravitating around the fashion system, from showrooms to public relations, from manufacture to marketing, with a series of positive effects for the fashion industry and for the city as a whole.

LA RINASCENTE:


THE FIRST ITALIAN DEPARTMENT STORE

It is thanks to Ferdinando Bocconi, a young dress maker from Lodi (a city in Lombardy, near Milan) if the first Italian department store of ready-to wears clothes was opened on 1865 in Milan, dominating Piazza Duomo. The store had an instant success and on 1917 Senator Borletti decided to take it over turning it into the most elegant chain of department stores in Italy. The same year the historic building was named "La Rinascente", after the poet Gabriele D'Annunzio. From this moment a lot of Italian artists will start to work for this company, which during the Fifties distinguished itself as an intermediary on the new cultural and international trends, thanks to its bent for the modern and its will of experimenting new languages. Precursor in dealing-with ready to wear fashion among the outlets wear, on 1963 "La Rinascente" caused a sensation because of an elegant corner dedicated to Pierre Cardin's creations: for the first time the designer fashion was showed to long-scale retail stores with accessible prices. Cardin's creations were followed by other important labels, like for example Lanvin's.

The priority was to coordinate and care for the uniformity of offered goods, because the main goal was to get all the customers dressed from head to toe, from clothes to accessories and underwear. "La Rinascente" is always present and punctual in the very moment trends and rules are being shaped, always being in the forefront inside the fashion business.



Artists and illustrious names Manifold and illustrious artists dealt-with the image of the store. Its first advertisement was entrusted to Marcello Dudovich, a paragon in representing the concept of "democratic luxury". In the Twenties architect Giò Ponti created as a sole agent for "La Rinascente", the "Domus Nova" furniture line. In the Fifties instead Max Huber drew the store logo, while Bruno Munari dealt-with the windows shop, turning them into a refined element of urban furniture, also involving a young Giorgio Armani who stated here his carrier.



Arnaldo Pomodoro Institute
via Andrea Solari, 35
20144 Milano
ph. +39 0289075394
www.fondazionearnaldopomodoro.it

Magna Pars Congress Centre
via Tortona, 15
20144 Milano
ph. +39 0289401384
www.magnapars.it

Superstudio Group
via Tortona, 27
20144 Milano
ph. +39 02 422501
www.superstudiogroup.com

Fashion work library club
Via Vigevano 35
20144 Milano
ph. +39 02835.60.20
www.fashionlibrary.it

National Chamber of the
Italian Fashion
via G. Morone, 6
20121 Milano
ph. +39 02.77710821
www.cameramoda.it

Italian Fashion School
Training Department of the
National Chamber of the Italian Fashion
via Santa Marta, 18
20123 Milano
ph. +39 02.7771081
www.cameramoda.it

Ascomoda
corso Venezia, 26
20121 Milano
ph. +39 02.76015507
www.ascomodamilano.it

Assomoda Lombardia
corso Venezia, 47/49
20121 Milano
ph. +39 02.780327
www.assomoda.it

NABA - Milan's New Academy
of Fine Arts
via C. Darwin, 20
20143 Milano
ph. +39 02.973721
www.naba.it

Marangoni Institute
via Verri, 4
20121 Milano
ph. +39 02.76316680
www.istitutomarangoni.com

Domus Academy
via Watt, 27
20143 Milano
ph. +39 02.42414001
www.domusacademy.it

THE FASHION QUADRILATERAL: THE KINGDOM OF THE ITALIAN STYLE

Milan is by definition the fashion city. Every “national or international” maison” longs to open a representation showroom inside the famous “Fashion Quadrilateral”, that area of Milan included between via Montenapoleone, via Sant’Andrea, via Della Spiga and via Manzoni, street names with an unforgettable fragrance, which reminds us of the big “griffes” (labels) that are part of the Italian and international fashion system, convector of the same idea of luxury and prestige.

Via Montenapoleone, irresistible lure for shopping lovers is the undisputed kingdom of the made in Italy brand. This is a history that began in the second post-war period, when the most famous fashion houses and luxury boutiques started to move in the near via Manzoni, one of the most sophisticated and aristocratic residential areas of the city.

The explosion of the “fashion revolution” between the Sixties and early Eighties has definitively changed the aspect of this area, drawing on its most significant structure, and also threatening most of its traditional references. Nowadays, only the historic café Cova and the famous Lorenzi’s cutler’s shop actually keep the tradition flag flying, while the old signs have recently left room to the fashion window shops of some of the most famous founders of the Italian style, such as for example: Giorgio Armani and Mariella Burani, Gianfranco Ferré and Emilio Pucci, Gucci, Etro and Valentino.

The Italian style is not only clothes and accessories, but also design, art, well-being and atmosphere. It is a way of life.

And these are just some of the elements that make the Milanese fashion system an original, eclectic and exclusive space, in which a lot of shops offer side by side with the “Great name” also the possibility to discover new talents and young debutantes.



TORTONA

From dismantled factories to showrooms.

By “Zona Tortona” we indicate the quadrilateral including via Solari, via Sthendal, via Tortona, via Bergognone and the inner alleys, via Savona, via Voghera, via Bugatti, via Forcella, etc.

Since a couple of years ago this area of Milan was mainly occupied by the typical Milanese “case di ringhiera” (railing houses, leaning on a private inner courtyard) and surrounded by warehouses and factories. Now a new trend area was born from the ruins of factories. All this thanks to the help of local inhabitants, designers and artists, who have rehabilitated this area turning those abandoned factories into workrooms, studios, art workshops and showrooms.

*On the left, a picture of Zona Tortona
In this page, top-down Isola Garibaldi-Repubblica,
Ticinese and Brera*

From the heavy industry of old Milan, to creative trade of the modern Milan. Inside the "Tortona area" we find: the Arnaldo Pomodoro Institution and the Magna Pars congress center, the Superstudio Più and the Superstudio 13, the "kingdom" of image and photography. In via Vigevano now is opening the Fashion Work Library Club, a space where it is possible to read more than 14.000 books, magazines, yearbooks, catalogues and videos dedicated to fashion.

ISOLA, GARIBALDI-REPUBBLICA

The origin of the name "Island" (Isola) dates back to the typical isolation attitude of this area, which was anciently separated from the rest of the city by rail boards and cemeteries. Afterwards, as a consequence of the expulsion of Austrians in 1859, the Island was named "Garibaldi", and at present includes a more vast area: from corso Como to viale de Cristoforis, and viale Sturzo.

Inside this area will be shaped the great project of the "fashion City", a real international fashion centre, with multipurpose facilities for fashion parades, offices, congress rooms, a museum dedicated to fashion and a university centre.

TICINESE

Here fashion and design are increasingly in the forefront Protagonist of a slow and progressive metamorphosis, setting off towards a complete restyling, the area stretching around Porta Ticinese is slowly becoming the favourite place for new stylists, business "beginners", designers and avant-garde artists, creative persons looking for a place. Milan is therefore expanding its fashion boundaries also outside the central area of the city. Fashion shops are characterized by the constant search for original ideas and a special care for the oneness of sold objects.

BRERA

Personalities and clubs that ever since the end of the Nineteenth century have gravitated around the Fine Arts Academy, and that have turned Brera into one of the most characteristic areas of the city. Even if the time of Bohemian artists has waned, nowadays this is a very elegant area, and cheap taverns have been replaced by elegant window-shops. Brera can be described as the talent for entertainment, fashion, and craftsmanship. The little alleys around the academy, and the editorial office of the Italian daily paper il "Corriere della Sera" are crowded by boutiques and strange shops, fashion, furniture and mainly antiques. For those who love antiques, we suggest not to miss the local street market, arranged in via Fiori Chiari (light coloured flowers), every third Sunday of the month.





A DAY AMONG MILAN'S HERONS...

In an early summer day you could feel the desire of leaving - even for a little time - from your everyday life... and you could surprisingly find yourselves in less than no time in Milan!

Milan is nearest than you could ever imagine! From Milan Malpensa airport there is a comfortable train that can directly get you downtown in only forty minutes. Brera Picture Gallery with its unique ancient and modern art gallery, piazza Della Scala, the Sforzas' Castle and the spectacular spires of the cathedral of Milan (the well known Duomo of Milan): you will be spoilt for choice! Afterwards if you wish to enjoy art on a full stomach... you can stop and have breakfast in Piazza Duomo (the Cathedral's square). Early in the morning, Piazza Duomo is not yet crowded, and the historic "bar Zucca" (Zucca's Bar, after the name of a famous Italian liquor) serves its famous hot croissants and everything is perfect here to be enjoyed on a sunny setting. Should you wish to get more detailed information about the city and the possibility of also visiting some local gems hidden just outside the town, you can address to the tourist information bureau, located

in piazza Duomo 19/a, Milan. At the tourist bureau of Milan you will be given a guidebook titled "Among Milan's herons", where you will be suggested to visit some secret areas of the outside town. Perhaps you could decide to visit an exposition arranged in the town of Abbiategrasso (Abbiategrasso is a quite big village belonging to the province of Milan, but located southwards and outside the town) about the "Renaissance period", or to wonder about through the streets of Magenta (another village belonging to the province of Milan, located southwards and outside the town), or to sleep at Cassinetta di Lugagnano (another village near Milan in the countryside). Before leaving Milan you must stop and look up to the restored "teatro la Scala - the Scalas' theatre" (after the name of the Scalas' family), and diving for the art of the Brera Picture Gallery. This gallery still preserves a very pleasant atmosphere, and any object here exposed represents a cultural expression.

On the left, a particular of the Duomo steeples in Milan.





For information about Milan and its province
IAT - Information Bureau and Tourist Reception
Reception and Information Centre in Piazza Duomo,19/a
ph. +39 02.77404343
fax +39 02.77404333
iat.promozione@provincia.milano.it
aironi@provincia.milano.it
www.provincia.milano.it/turismo

For an itinerary in the South-West area of Milan
Consorzio Comuni dei Navigli
Syndicate for the Navigli Municipality
via C. Battisti, 2
20080 Albairate
ph. +39 02.94921163
fax +39 02.94921161
turismo@consorzionavigli.it
www.consorzionavigli.it

Scarl Navigli Lombardi
ph. +39 02.6679131
info@naviglilombardi.it
www.naviglilombardi.it

Consorzio Terre d'Acqua
Land Waters Syndicate
ph. +39 02.9422133

Fondazione per la Promozione dell'Abbatense
Foundation to Promote Abbiategrasso
ph. +39 02.9692452
fondazione@comune.abbiategrasso.mi.it
www.fondazioneabbatense.org

Wild routes
Parco Agricolo Sud Milano
Rural park in the South of Milan
www.provincia.milano.it/parcosud

Parco Ticino
Ticino Park
www.parcoticino.it



It is interesting though how contemporary and ancient easily merge together, and also the flow of people, artists and onlookers visiting the gallery is very attractive. Following the provided guidebook and the indications about the available tram service, it is possible to reach the town of Magenta in only half an hour. At Magenta you will discover an unexpected environment, a rural and green landscape, located between the “Parco Ticino” (after the name of the Ticino river, which flows through this park and a more vast area of Milan) and the South Park of Milan, with its typical bridges on the “Naviglio Grande” (the Big Canal)... . Magenta stretches along the “Naviglio” (Canal) with its historic villas and characteristic farm houses, and on every June it celebrates a historic commemoration that draws here thousand of visitors. These areas are spotted with holiday farms where to stay overnight. Those farms can offer family and cozy atmospheres, and after a tasty meal with the typical products of the farm house (salami, cheese, rice and wine), it is easy to allow oneself a stroll through the village alleys and discover for example that under San Carlo Borromeo’s statue, in the village central square, three jars of wine and oil are dug, in order for the “balm” to be brought to perfection and replaced

*On the left, top-down,
Boffalora sopra Ticino,
Cassinetta di Lugagnano,
Villa Maineri Visconti at
Cassinetta.
In this page, Villa Archinto
at Robecco sul Naviglio*

every twenty-five years.

The village of Abbiategrasso can be reached by bus, and passing in front of the Viscontis’ Castle, it is also possible to reach the “Convento dell’Annunciata” (the Annunciata Convent). The Convent dates back to 1469 and its restoration works were completed on 2006, recovering a lot of renaissance period frescos, located both in the refectory and inside the church. After the evocative renaissance route is over, let us have a stroll in the historic center of Abbiategrasso, taking the chance to have a look at the particular variety of landscapes: from the little architectural and historic gems, such as for example the basilica of Santa Maria Nuova, well known for the portico by Bramante, and the Park inside the Viscontis Pit, to the rich nature fed by the Naviglio, which is still navigable, and the Ticino Park. It is also possible to have a glimpse to the manifold villas here scattered that tell us the story of the splendours and the cheerful atmospheres of the ancient Lombard families. Returning to Milan by bus, let us make a last stop to Gaggiano.

Gaggiano is characterised by small historic buildings that are reflected in the water, and by a typical epoch atmosphere, among cobblestones and ancient walls. There are also a lot of cycle paths here, suggesting new ways of visiting the territory that perfectly fit with the surrounding environment structure, and that inspire themselves to sustainability and quality criteria. They furthermore comply with an always increasing demand for cycle tourism, promoting different thematic paths, such as religious, naturalistic, gourmet, sport, cultural and educational ones.

If you are lucky and with a moderate dose of curiosity you could have the chance to see a heron, standing by a drinking trough...



Useful informations



I.A.T.

Ufficio Informazioni e Accoglienza Duomo

Cathedral Reception and Information Centre

piazza Duomo 19/a

www.milanoinfotourist.it

info@milanoinfotourist.com

Branch Office Piazza Castello, 1

20121 Milano

ph. +39 02 805 806 13-14-15

fax +39 02 805 806 25

Opening hours

Monday to Saturday 9 am - 6 pm

Branch Office Via Marconi, 1

(on the corner with piazza Duomo) 20121 Milano

ph. +39 02 72524301

fax +39 02 72524350

Opening hours

Monday to Saturday 8.45 am - 1 pm and 2 - 6 pm

Sunday and Bank Holidays 9 am - 1 pm and 2 - 5 pm

Branch Office Stazione Centrale

Galleria delle partenze *departures corridor*, Milano

ph. +39 02 72524360

Opening hours

Monday to Saturday 9 am - 6 pm

Sunday and Bank Holidays 9 am - 5 pm

Urban Center

Galleria Vittorio Emanuele II, 11/12

20121 Milano

ph. +39 02.88456370

For information on musical and theatrical events

Informazioni Aeroporti Linate e Malpensa

Linate and Malpensa Airport Information

ph. +39 02.74852200

www.Sea-aeroportmilano.it

Linate Airport

7 km from the city centre

To reach the city: Bus 73 A.T.M. arriving at

piazza S. Babila (on the corner with c.so

Europa). Connection to Underground line M1

San Babila

Journey time: 20 minutes

Malpensa Airport

45 km from the city centre

To reach the city: Malpensa Express, arriving at

Cadorna Northern Railway Station. Connection

to underground lines M1 - M2 Cadorna

Journey time: 50 minutes

Orio al Serio Airport

45 km from the city centre

To reach the city: Autostradale Coach Service,

arriving at Piazza Luigi di Savoia

Journey time: 60 minutes

Radiotaxi

ph. +39 02 4040 / +39 02 8585 /

+39 02 8383

Underground, trams, and buses

tel. +39 800016857

www.atm-mi.it

State Railways

ph. +39 02.892021

www.trenitalia.com

Central Station

piazza Duca d'Aosta - 20124 Milano

Connection to Underground lines M2 - M3

Centrale F.S.

ph. +39 02.63711

Porta Garibaldi Station

Piazza Sigmund Freud, 1 - 20154 Milano

Connection to Underground line M2

Garibaldi F.S.

ph. +39 02.63716306

Northern Railways - Cadorna Station

Piazzale Cadorna Luigi, 14/16

20123 Milano (M1 - M2 Cadorna)

ph. +39 02.20222