

ANTEA 4th SPRING EMEA MEETING

Milan, Italy – 18th May 2012



Introducing Milan

Milan is located in the north-western section of the great Po Valley, between the rivers Ticino and Adda, among the river Po and the first reliefs of the Alps.

Milan is the second-largest city in Italy and the capital city of the region of Lombardy and the province of Milan.

The city proper has a population of about 1.3 million, while its urban area, roughly coinciding with its administrative province and the bordering Province of Monza and Brianza (created in 2004 splitting the northern part from the province of Milan itself), is one of Europe's largest with an estimated population of over 4 million spread over 1,980 km² (764.48 sq mi), with a consequent population density of more than 2,000 inhabitants/km². The growth of many suburbs and satellite settlements around the city proper following the great economic boom of the 1950s–60s and massive commuting flows suggest that socioeconomic linkages have expanded well beyond the boundaries of the city proper and its agglomeration, creating a metropolitan area of 7.4 million population expanded all over the central section of region. It has been suggested that the is part of the so-called , the area of Europe with the highest population and industrial density.

Milan is recognised as a world fashion and design capital.



Culture

Milan is a major nation-wide and international centre of the performing arts, most notably opera. Milan hosts, among others, La Scala operahouse, considered one of the most prestigious operahouses in the world, and throughout history has hosted the premieres of numerous operas, such as Nabucco by Giuseppe Verdi in 1842, La Gioconda by Amilcare Ponchielli, Madama Butterfly by Giacomo Puccini in 1904, Turandot by Giacomo Puccini in 1926, and more recently Teneke, by Fabio Vacchi in 2007.

The city also has a renowned symphony orchestra and musical conservatory, and has been, throughout history, a major centre for musical composition: numerous famous composers and musicians such as Gioseppe Caimo, Simon Boyleau, Hoste da Reggio, Verdi, Giulio Gatti-Casazza, Paolo Cherici and Alice Edun are or were from, or call or called Milan their home.



Museo Teatrale alla Scala



Basilica di Sant'Ambrogio



Castello Sforzesco

Sights

Milan is one of the European Union's most important tourist destinations, also being the 7th best city in Europe in terms of touristic reputation, attractions and branding; with 1.902 million arrivals in 2007 and 1.914 million in 2008, it places itself 42nd and 52nd respectively, most visited city in the world.

The city contains several cultural institutions, museums and galleries, some of which are highly important at an international level, such as the city's Duomo and Piazza, the Convent of Sta. Maria delle Grazie with Leonardo da Vinci's The Last Supper, the San Siro Stadium, the Galleria Vittorio Emanuele II, the Castello Sforzesco, the Pinacoteca di Brera and the Via Monte Napoleone. Most tourists visit sights such as Milan Cathedral, the Castello Sforzesco and the Teatro alla Scala, however, other main sights such as the Basilica of Sant'Ambrogio, the Navigli and the Brera Academy and district are less visited and prove to be less popular.

The Pinacoteca di Brera is one of Milan's most important art galleries. It contains one of the foremost collections of Italian paintings, an outgrowth of the cultural program of the Brera Academy, which shares the site in the Brera Academy. The Castello Sforzesco hosts numerous art collections and exhibitions. The best known of the current civic museums is the Pinacoteca del Castello Sforzesco, with an art collection including Michelangelo's last sculpture, the Rondanini Pietà, Andrea Mantegna's Trivulzio Madonna and Leonardo da Vinci's Codex Trivulzianus manuscript. The Castello complex also includes The Museum of Ancient Art, The Furniture Museum, The Museum of Musical Instruments and the Applied Arts Collection, The Egyptian and Prehistoric sections of the Archaeological Museum and the Achille Bertarelli Print Collection. Milan is also regarded as one of the fashion capitals of the world, along with New York City, Paris, and London. The Global Language Monitor declared that in 2009 Milan was the top economic and media global capital of fashion, despite the fact it fell down to sixth place in 2010, and went up to fourth place in 2011. Most of the major Italian fashion brands, such as Valentino, Gucci, Versace, Prada, Armani and Dolce & Gabbana, are currently headquartered in the city. Numerous international fashion labels also operate shops in Milan, including an Abercrombie & Fitch flagship store, which has become a main consumer attraction. Furthermore, the city hosts the Milan Fashion Week twice a year, just like other international centres such as Paris, London, Tokyo, and New York.



Facts

- Area of Milan: 181.76 km² (70.2 sq mi)
- Population of Milan: 1,337,178 inhabitants (31 August 2011)
- Elevation: 122 m above the sea level
- Language: Italian
- Currency: Euro (€)
- Time zone: Central European time zone - GMT+1, in summer - GMT+2
- Telephone: Milan prefix 00392
- Internet code: .it
- Prices in general
 - Pizza (big size): between 6 and 10€
 - Pasta: between 8 and 15€
 - Beer: From 6€
 - Water: From 3€
 - Single ticket (valid 90 minutes): 1.5€
 - Taxi (from the airport to the downtown): 85€

Climate

Milan has a humid subtropical climate, with hot, humid and very sultry summers and cold, wet winters prevail. The minimum temperature record is $-17.6\text{ }^{\circ}\text{C}$ and the highest $39\text{ }^{\circ}\text{C}$.

Average temperatures in city center are $3\text{ }^{\circ}\text{C}$ in January with $-2\text{ }^{\circ}\text{C}$ for the minimum and $25\text{ }^{\circ}\text{C}$ in July with average maximum of $30\text{ }^{\circ}\text{C}$. Snowfalls are relatively common during winter but with few days with snow. The historic average of Milan's area is of 21 centimetres during the period between 1950 and 2007, with a record of 70 centimetres during the snowfall of January 1985. Humidity is quite high during the whole year and annual precipitation averages about 1,000 millimetres (39 in). The ventilation is poor throughout the year and this increases the rate of pollution.

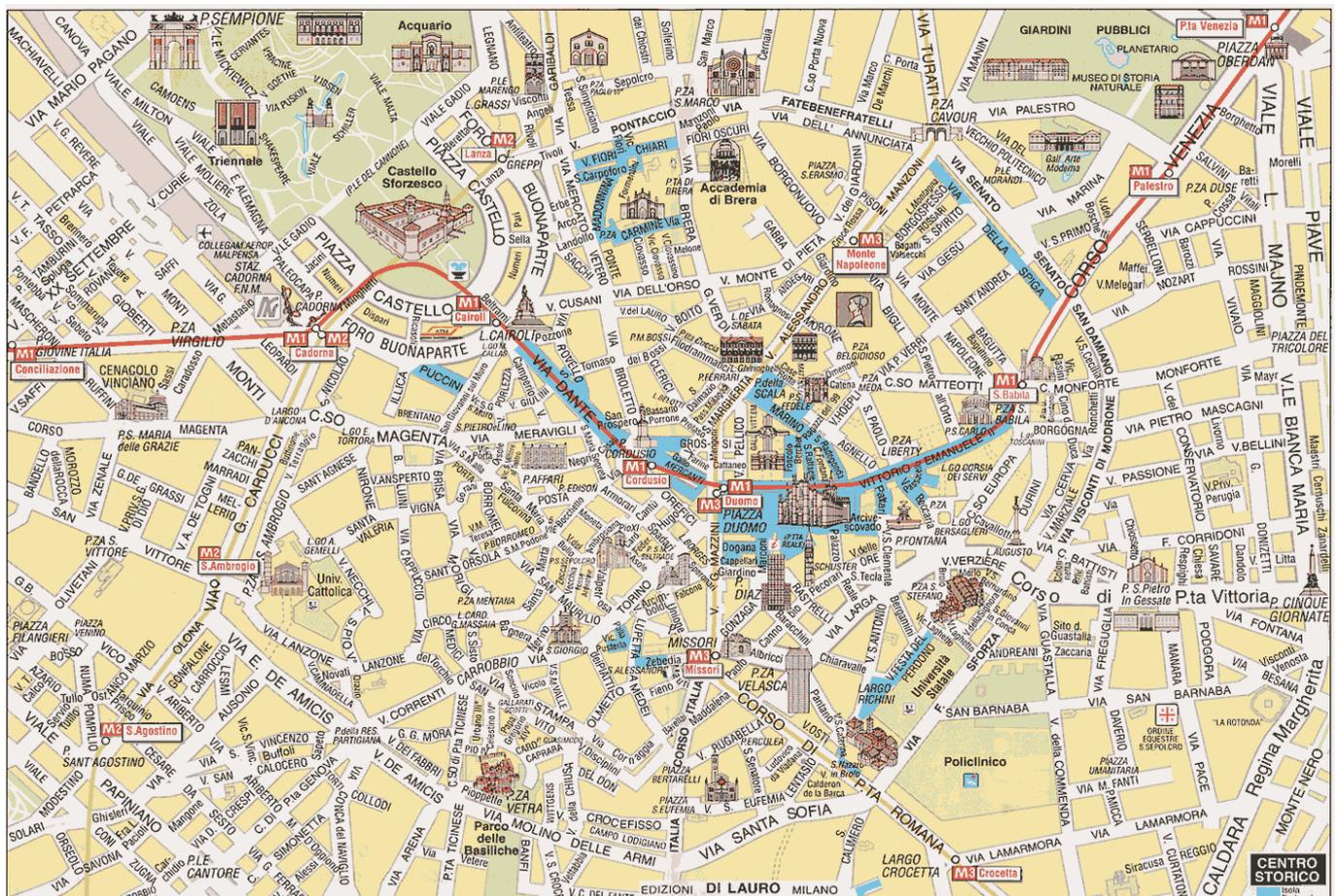
In the stereotypical image, the city is often shrouded in the heavy fog characteristic of cold seasons in the Po Valley, although the removal of rice paddies from the southern neighborhoods, the urban heat island effect and the reduction of pollution from factories have reduced this phenomenon in recent years, at least in the city centre, although pollution is still very high. Wind is generally absent. In spring, though, gale-force windstorms can happen, generated either by Tramontana blowing from the Alps or by Bora-like winds from northeast.

List of Links to Websites with Information about Milan

General Information about Milan: <http://www.visitamilano.it/turismo>

Milan tourist information: <http://www.worldtravelguide.net/milan>
<http://wikitravel.org/en/Milan>

Milan city map: <http://www.milan.net/milan-map>



THE HOTEL:

MELIÀ MILANO

<http://www.melia-milano.com/en/index.html>

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