

CITY LIFE

milano

GUIDE



istitutomarangoni
enhancing talent since 1935



talent speaks italian everywhere

In London as in New York, in Beijing as in Mumbai, the term 'fashion-design', together with 'cuisine', to tell you the truth, is synonymous with Italian style. The label 'Made in Italy' lends a certain glamour to or implies a certain value in any design, encompassing as it does a variety of products, styles, workmanship and details that are transposable and, in many cases, across sectors and disciplines.

Unlike Istituto Marangoni, for those who do not work in the interlinked fields of fashion and design, there could be some doubt regarding their identification as a united historical-cultural front, one that is distinctive, national and composed of functionality, experimentation, entrepreneurial genius and craftsmanship: the Italian genius loci.

Yet it is precisely this bridge, the project as a creative expression and its management as a business model, which has been the basis of the successful teaching methodology at Istituto Marangoni for 80 years: the school recognizes the pedagogic importance of teaching this combined special mix of 'project + management' and it was with this mix that a new distinctive, unique, personal and decidedly Italian educational model was born in 1935 in Milano.

Since then, Istituto Marangoni has never ceased to believe in the value of proper training, constantly updating its programmes and courses, which strictly adhere to the evolving market and cultural trends in fashion, to be able to respond to the specific needs of a sector which is often overlooked in public education. Istituto Marangoni schools in Milano, London, Paris and Shanghai have enhanced the talents of four generations of professionals; almost 40,000 individuals worldwide.

Over 3,000 talented students from 92 countries participate in the exhaustive offer of a multilingual set of courses. They enjoy an incomparable network of alumni, a precious source of work contacts, cultural exchanges and inspirational projects. A global network of partners and representative offices guide and inform potential applicants of the courses available to them in a timely manner anywhere in the world. The most gifted students participate in the prestigious international events at the end of the academic programme, 'The Fashion Show' and 'The Degree Show'. An ample programme of scholarships is offered to the most worthy and talented students.

This is the 'Marangoniness', the Italian genius loci in education.



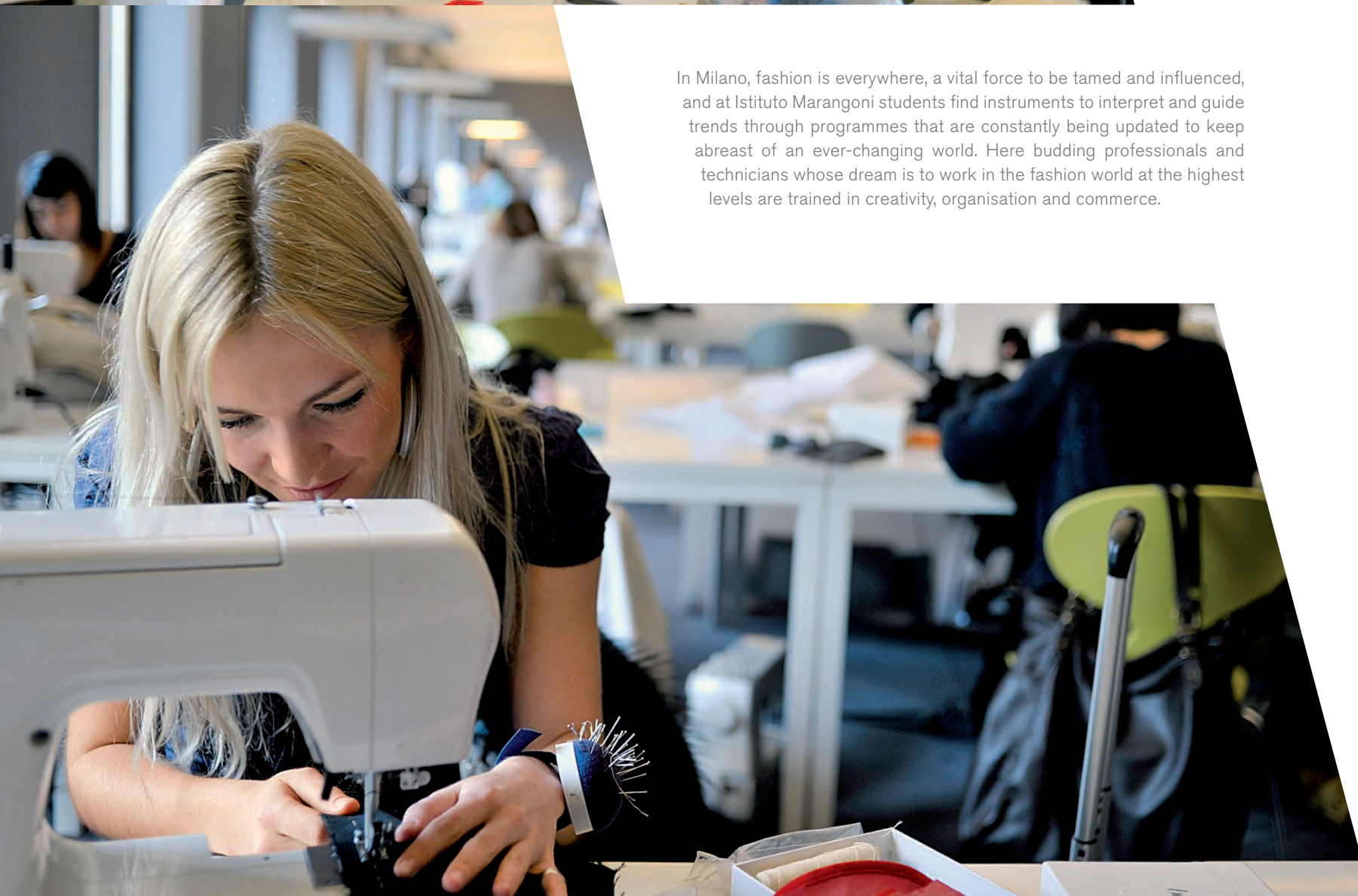
school location and area

Istituto Marangoni was founded here, here in Milano where the greatest names in Italian pret-a-porter made their homes, names such as Domenico Dolce, Franco Moschino, Alessandra Facchinetti, Alessandro Berluti, Umit Benan. The school is right in the city centre, two steps away from the fashion avenue par excellence, Montenapoleone, and inside the so-called "quadrilateral of fashion".



the school of fashion

In Milano, fashion is everywhere, a vital force to be tamed and influenced, and at Istituto Marangoni students find instruments to interpret and guide trends through programmes that are constantly being updated to keep abreast of an ever-changing world. Here budding professionals and technicians whose dream is to work in the fashion world at the highest levels are trained in creativity, organisation and commerce.



Istituto Marangoni started in the fashion world 80 years ago and proceeded to conquer it with grace and saviness. Now it turns its attention to the world of design, collaborating with the genius of industrial designer Arch. **Giulio Cappellini** to create the new School of Design in Via Cerva, just a few steps away from the School of Fashion in Via Verri.



the school of design





milano





'Milano', the name is synonymous with fashion, glamour, wealth; above all with energy. The city has the fastest pace of any town in Italy. This is a city of the future as well as of the past, where Leonardo painted his masterpieces of realism and Howard Schultz first plotted to transform American fast-food culture by launching Italian espresso bars in the US. It's a city where young and old alike can explore, create, above all have fun, not just study.

Milano is a city of the influential and established but it is also a city of students, and its diversity reflects that. History and modernity walk arm-in-arm here, as do aesthetics and athleticism. Here the Duomo (1) stands, Milano's 14th Century gothic cathedral, a monument to the craftsmanship of bygone ages, and yet Milano is home to two of the world's major football teams, A.C. Milan and F.C. Internazionale Milano.

And the shopping, does one even need to mention that? The poetically named 'Quadrilatero della Moda' (quadrilateral of fashion) (9) shines with the gems of the fashion world: Fendi, Prada. Then there is the Galleria Vittorio Emanuele II (2), the world's oldest shopping mall, a structure of iron and glass that was an architectural innovation when it opened in 1867, twenty-two years before the similarly iron-latticed Eiffel Tower arose to overshadow it. Prada's flagship store is to be found here.



city life



But it isn't all just high-spec fashion and glamour. A new wave of eco-innovation is sweeping the city. In Isola, the former industrial area that has been reborn in recent years as a hip design district, there is a strong ethical passion fuelling the young creatives' forays into clothing design.

Milanese nightlife is every bit a match to the sunlit cultural life of its day. Cosmopolitan and chic, the city is famous for its aperitivos or happy hours, for its negronis and delicious buffets. There is something here for everyone, whether they dream of rubbing shoulders with Europe's scene-makers in upscale Corso Como (8) or losing themselves in Jazz at the Blue Note.

Lovers of film will be happy too, as Milano is the seat of the Italian cinemathèque, the Spazio Oberdan. The city abounds with venues showing independent films, original-language films and retrospectives. A wonderful place for those who seek to be inspired not just by brilliant designers but by artists in all walks of life.

events and important places

In the fashion capital of Italy, people traffic in ideas, not just in stocks and shares. Neither the Borsa Italiana (the Italian Stock Exchange) nor the headquarters of the national banks and companies nearby can eclipse the city's annual or biannual explosions of innovation in architecture, design and fashion.

The city hosts two of the most prestigious events on the planet, Milano Fashion Week, held in spring and autumn, and Milano Design Week, held in April. The latter is far and away the most important event in the design calendar, a truly global event. And let us not forget the MADE expo, the building construction show. Milano's star is set to soar even higher in 2015 when it hosts the Universal Exposition.

Because of these trade fairs, the city is presently going through an urban renewal of epic proportions. A vast new trade exhibition centre has been built in the north-western suburb of Rho and many prestigious architects are taking part in projects to rehabilitate disused industrial areas. Names such as Renzo Piano, Norman Foster, Zaha Hadid... A city is being reborn.





important monuments

Milano is not just about the future. Those who draw their inspiration from the past have plenty to explore. Santa Maria delle Grazie (12), a UNESCO World Heritage Site, houses what is arguably the greatest painting of the Renaissance, Leonardo's *The Last Supper*. A moment of devastating truth, captured for eternity.

Go up onto the roof of the city's most famous monument, the 'Duomo di Milano', and you can count some 135 spires aimed daintily at the sky, but if your interests are more terrestrial you may enjoy a visit to the Galleria Vittorio Emanuele II next door even more. Designed by Giuseppe Mengoni, the Galleria is famous for its glass ceiling and for being the world's oldest shopping mall. It sits proudly in Piazza del Duomo in the heart of the city.

Castello Sforzesco (Sforza Castle), a huge Renaissance palace, has a museum inside it and one of the prettiest fountains in Milano in front of it. Nearby is Parco Sempione (Sempione Park) (10), 116 acres of formal gardens, fountains and views. And this is only the beginning... A city of courtyards and walled gardens, of canals covered and uncovered, Milano is best explored on foot, with regular fuel stops at its many cafes and ice-cream parlours or gelateria.

job opportunities

The spirit of initiative that made Milano a banking capital is alive and well in Milanese fashion and design circles. The city is loaded with fashion geniuses, names such as Domenico Dolce, Franco Moschino, Alessandra Facchinetti. Istituto Marangoni makes it a point of honour to engage with the guiding lights of the top fashion and design houses, bringing their expertise into its classrooms, setting its students to the all-important task of making contacts.

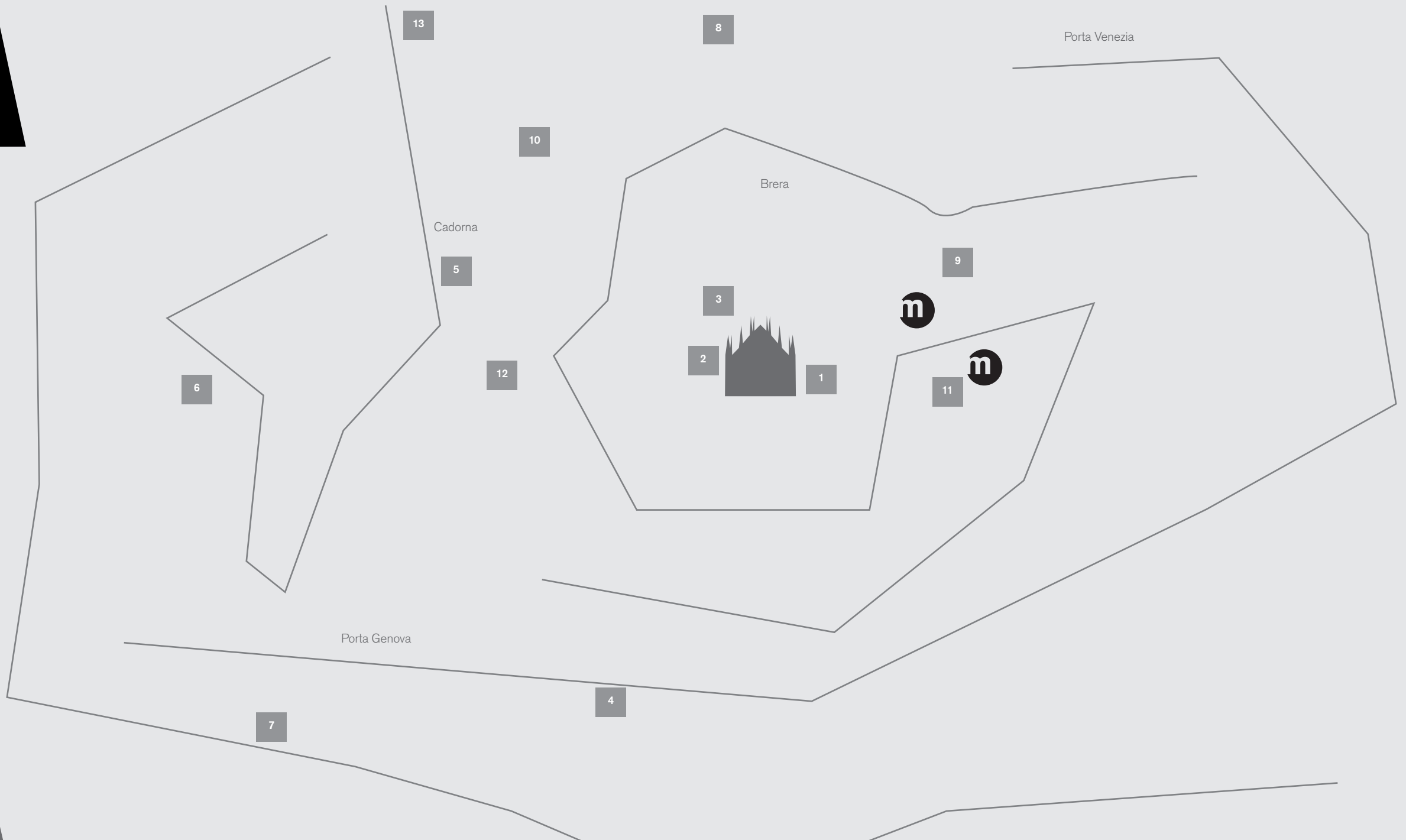
The Lombardy capital is a centre of exchanges in ideas, dreams and visions as well as in stocks and shares. Buyers, designers, media wizards and trend-setters from all over the world descend on Milano during Fashion Week and Design Week, making the trade fairs excellent places to network and learn from the experts.

For the talented and dedicated, opportunities to shine are legion. Fashion competitions such as 'N-U-De' and 'Next Generation' give students the chance to exhibit their works before buyers, designers, the media. The winner of the internationally recognised 'MUUSE x VOGUE Talents Young Vision Award' has a capsule collection produced and sold by 'MUUSE' in their own name, as well as receiving a feature in Vogue Italia print edition, a designer portfolio on MUUSE.com, and tailoring support from MUUSE to produce custom pieces. A chance to capture the world's attention as well as a taste of future glory, one hopes.

It is worth noting that Milano was rated high in the Employer Activity category. A large number of employers seek out graduates in all fields from this leading city.



map



MONUMENTS



SHOPPING



TIME OUT

1

Duomo di Milano



This Gothic cathedral, officially inaugurated in 1965, took nearly 6 centuries to complete. It is the fourth largest cathedral in the world.

2

Galleria Vittorio Emanuele II



Named after Vittorio Emanuele II (the first king of Italy), this galleria was designed in 1861 and built between 1865 and 1877. The structure of the double arcade is formed by 2 glass-vaulted arcades intersecting in an octagon.

3

LaRinascente and Excelsior



The most important department stores in Milan city centre, beside the fashion selection, they each offer not only an extensive food hall but a fashion department boasting collections from the best Italian designers.

4

Navigli Area



While markets and antiques and artists' shops can be visited here during the day, the Navigli (canals) area is the best place to visit bars and clubs at night time.

5

Corso Magenta



This historical boulevard features a vibrant combination of palaces, hidden gardens and exclusive shops.

6

Corso Vercelli



A gorgeous modern shopping street outside the city centre that offers a wide range of small boutiques and departments stores.

7

Tortona Area



This is a post-industrial area behind Porta Genova train station, a half-square kilometre area lined with industrial buildings, that is the stage of great events during the International Design Week.

8

10 Corso Como



One of the most important shops in the fashion system, 10 Corso Como is a shopping and dining complex. It combines outlets that show and sell works of art, fashion, music, design, cuisine and culture.

9

Quadrilatero della Moda



The Quadrilatero della Moda ('quadrilateral of fashion'), or Via Montenapoleone fashion district, is a high-class shopping district in the city centre, characterised by the presence of numerous boutiques and related retail outlets which represent most of the world's major fashion houses. This area is regarded by numerous experts in the fashion industry such as Vogue, to be one of the most or even the most important fashion district in the world. Istituto Marangoni The School of Fashion is just inside it, in Via Verri.

10

Parco Sempione



The park is adjacent to Sforzesco Castle and the Arch of Peace, two of the most prominent landmarks of Milan. The design was conceived with the intent of creating panoramic views encompassing both monuments.

11

Via Durini



This is the best shopping street in Milano for design when it comes to design. The showrooms of all the renowned Italian design brands can be found here. Istituto Marangoni The School of Design is located just few steps from it, in Via Cerva.

12

Santa Maria delle Grazie



The 'Holy Mary of Grace' Dominican convent is included in the list of UNESCO World Heritage sites. The church contains the mural of The Last Supper by Leonardo da Vinci, which is in the refectory of the convent.

13

Chinatown



Like every major city in the world, Milano has its very own Chinatown. Here you will find a wealth of fantastic, interesting, authentic shops and businesses offering traditional Asian products that you find nowhere else in Italy.

credits

We would like to thank students for providing some of the pictures that appear in this guide

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