

MILAN CITY GUIDE 2023

FOR DESIGN LOVERS



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THE ULTIMATE COLLECTOR'S LUXURY & DESIGN MAGAZINE

TRENDBOOK
UNVEILING THE FUTURE OF DESIGN



BEST INTERIOR DESIGNERS

COVET·HOUSE
CURATED DESIGN

THE MOST POWERFUL TOOL

TO INSPIRE AND TO BOOST CREATIVITY



GUIDE TO MILAN

A WALKTHROUGH *Luxury*

ONE OF THE MOST EXCLUSIVE STREETS
IN THE WORLD

WHEN TALKING ABOUT VIA MONTE NAPOLEONE YOU HAVE TO TALK ABOUT THE WHOLE EXPERIENCE AND WHAT YOU FEEL WHEN YOU WALK THROUGH THIS VIA. TO BEGIN, LET'S START WITH ITS HISTORY, VIA MONTE NAPOLEONE FOLLOWS THE OLD CITY WALLS THAT WERE BUILT BY THE GREAT ROMAN EMPEROR MAXIMIAN; IN THE NINETEENTH CENTURY, THE ROAD WAS REMADE FOR THE MOST PART IN A NEOCLASSICAL STYLE AND FIXED WITH THE PALACES OF MILAN'S MOST NOTEWORTHY ARISTOCRACY. AS WORLD WAR II CAME TO AN ENDING, VIA MONTE NAPOLEONE WAS CHANGED INTO MILAN'S MOST PURSUED DESTINATION IN TERMS OF FASHION. ALL THIS ORIGINATED WHAT WE KNOW TODAY AS THE MOST SOPHISTICATED FASHION DISTRICT IN EUROPE. SIGNIFICANT STRUCTURES IN THE REGION INCORPORATE THE PALAZZO MELZI DI CUSANO, THE CASA CARCASSOLA AND THE PALAZZETTA TARVERNA.



The walkthrough Experience

Today, no visit to Milan is finished without a standard stop or walkthrough Via Monte Napoleone. High-end customers are frequently tracked down perusing Italian and global plan designers, jewelry and also searching for antiques. The best examples of visual promotion and display designs are present here. On the off chance that you really want a break from all this high-end and artistic retail, pay special attention to Caffè Cova.

The Via is also a great place to watch people, partake in a rich dinner or taste a true cappuccino to brighten up their day and their overall spirit. I advise you to put in a couple of hours at Via Monte Napoleone assuming you

love the more lavish things throughout everyday life, because who doesn't? It's luxury in every corner, from Milanese food, stunning design and architecture, luxury cars, and designer fashion. At Via Monte Napoleone it isn't unusual to spot a celebrity after all it's one of the world's fashion capitals that is waiting for you at Milan's Via Monte Napoleone.

This place will certainly bring you mixed feelings, on one hand you have all this going around you, brands like Burberry, Audemars Piguet, Rolex and so on for you to visit but also the overall environment and architecture of the Via is just out of this world.

CAFFÈ COVA

One of the city's oldest cafés serving the traditional Milanese desserts and cakes that will be an unique and relaxing experience, the caffè relocated from its original premises in the Teatro alla Scala to Via Monte Napoleone after World War 2.



LUXURY IN EVERY CORNER

When it comes to luxury Via Monte Napoleone is the place to be, here luxury is just around the corner and in this case we can even say that is literally in every corner, from the most well-known luxury brands to the most exclusive ones, you will find yourself surrounded with a breathtaking sophisticated environment.



THE OVERALL ENVIRONMENT AND ARCHITECTURE

Almost every single building and structure of this road was remade in a neoclassical style during the Napoleonic Wars all through the first half of the nineteenth century after it would then turn into the road for antique shopping, designers, and providers for the imperial courts prior to opening definitely up to the world of fashion and worldwide economy during the 50s.

This Via is inseparable from riches, taste, elegance, and sophistication. The essential passage for extraordinary artists to the fashion world, the windows of Via Monte Napoleone are the impression of the unique

and luxurious taste and curated craftsmanship that has given Milan its recognition and notoriety. A symbol of style and magnificence who invites all clients from all around the world who want to taste a piece of Italian refinement for themselves. Each experience in Via Monte Napoleone is a unique one, either you go there for the luxury shopping, experience the best accommodations, try the charismatic Italian dishes or to feel the overall environment you won't be disappointed when visiting this historic Via in Milan.



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DESIGN EDITIONS

WWW.COVETCOLLECTION.EU

PERITO BOOKCASE
D 43 CM | 17 IN L 175 CM | 68.89 IN H 182 CM | 71.65 IN

BRANCH LAMPS HANGING
D 50 CM | 19.68 IN L 220 CM | 86.61 IN H 377 CM | 148.42 IN

PATAGON ROUND DINING TABLE
DIAM. 150 CM | 59.05 IN H 75 CM | 29.53 IN

RITZY DINING CHAIR
W 51 CM | 20.07 IN H 79 CM | 31.10 IN D 57 CM | 22.44 IN



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COVET HOUSE MASQUE SPACIO MERCADER PTANG STUDIO LIMITED GREG NATALE

GUIDE TO MILAN

DISCOVER A WEB OF *Places*

& EXPERIENCES AROUND THE CITY

MILANO IS THE CAPITAL OF BOTH THE MILANO PROVINCE (PROVINCIA) AND THE LOMBARDY (LOMBARDIA) REGION (REGIONE). IT IS ITALY'S MOST SUCCESSFUL MANUFACTURING AND COMMERCIAL METROPOLIS, AS WELL AS ITS PRIMARY FINANCIAL CENTRE. MILAN HOSTS ONE OF THE MOST IMPORTANT TRADESHOWS IN ALL OF EUROPE: SALONE DEL MOBILE. THE EVENT THAKES PLACE IN RHO FIERA MILANO AND IS ONE OF THE BIGGEST INTERIOR DESIGN EVENTS RUNNING FOR OVER 60 YEARS! BEGAN IN 1961, THIS MILAN FURNITURE FAIR IS A PLATFORM FOR PROMOTING ITALIAN FURNITURE AND FURNISHINGS EXPORTS, WITH OVER 2,000 EXHIBITORS PARTICIPATING AND SHOWCASING EXCELLENT GOODS AND SOLUTIONS FOR CONTEMPORARY LIVING THAT INTEGRATE DESIGN, TECHNOLOGY, FLEXIBILITY, AND SUSTAINABILITY.



SALONE DEL MOBILE MILANO

The recipe is simple: it's conventional, but it's also fresh, refreshed, and has unexpected details. As the Salone Internazionale del Mobile has taught us throughout the years all of the stands reflect the soul of the brands. The Salone is as a laboratory for experimentation and cross-pollination, a place for interface and new opportunities for reflection on the world of design. You should also visit the International Furnishing Accessories Exhibition, a great source of inspiration.

EuroCucina is an event where you can find the best of technology for the kitchen, the International Bathroom Exhibition showcases products

and ideas for bathrooms and Euroluce presents the most innovative solutions in the field of light for interiors and exteriors.

Workplace3.0 has designed to adress the changes in workspaces and S.Project is a fluid and crosscutting exhibition format. SaloneSatellite is an international event in the design world dedicated to the under-35s.

The businesses: 2.000 exhibitors featuring the most amazing interior design brands and 370.000 attendees on average, every year, from 188 different nations. Milan: the Salone event, which is a gift to and within the city.



BRABBU **RUG'SOCIETY**
DESIGN FORCES THE DELUXE OF PAST & PRESENT

WWW.BRABBU.COM | WWW.RUGSOCIETY.EU

AGRA DINING TABLE
W 130 CM | 51,2 IN Ø 130 CM | 51,2 IN H 78 CM | 30,7 IN

HORUS IRREGULAR SUSPENSION LAMP
W 104 CM | 40,94 IN D 95 CM | 37,40 IN H 87 CM | 34,25 IN

HULI ROUND MIRROR
W 120 CM | 47,24 IN D 6 CM | 2,36 IN H 120 CM | 47,24 IN

NUKA II DINING CHAIR
W 58 CM | 22,83 IN D 55 CM | 21,65 IN H 85 CM | 35,46 IN

SIMBA ROUND RUG
Ø 200 | 78,74 IN 200 | 78,74 IN



An intense way of living, born from the nature fierceness, the inspiring world cultures and the cosmopolitan energy. A wide range of handcrafted products to create comfortable and remarkable spaces to be lived; all personified by the hands of skilled craftsmen.

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BRABBU
DESIGN FORCES

Luxurious Furniture Brands at Salone Del Mobile Milano

BOCA DO LOBO

The DNA of Boca do Lobo is Haute Craftsmanship and to honor the legacy of Contemporary Masterpieces. They will give a powerful presentation of breathtaking and outstanding design pieces at Salone del Mobile. Expect a slew of unexpected high-end creations from this top Portuguese business, which is constantly striving to inject a new verve into the design world.



COVET HOUSE

With a variety of styles that range from mid-century modern to contemporary shown through a curated selection of furniture, lighting and accessories, Covet House promises to inspire you endlessly. This year the stand will incorporate pieces for all tastes and from the most luxurious furniture brands, namely, Caffè Latte Home, Circu and Covet Collection. Don't miss the chance to enjoy a proper luxury experience.

SELETTI

The worlds of design, art de la table, furniture, lighting, object, and decoration. Seletti has a history of vision and evolution. Ever since it was established in 1964 in Cicognara, Mantova, the company has pursued its mission of making the most of professionalism, service and above all, endless product research, striving for improvement, innovation, and originality. A top Italian Brand for a top Italian Event.



DELIGHTFULL & ESSENTIAL HOME

Essential Home is an innovative mid-century modern furniture brand that takes important historical and cinematographic references from the 1930s and 1960s and turns them into unique furnishing pieces, while DelightFULL's lamps are inspired by the groove of the jazz music. The Portuguese brands decided to join forces, and have already worked with some of the most renowned designers of the world such as Studiopepe, Carlo Donati, Draga & Aurel and much more. You can witness the refinement of luxury and high-quality craftsmanship at this year's edition of iSaloni!

HOME'SOCIETY GROUP

Home'Society Group is a collective of brands that aims to give a complete solution to everyone who looks for creating unique interiors and reconnecting them to a modern contemporary design. High-end furniture brands BRABBU, Maison Valentina and Rug'Society are the founders of the Group.



BENTLEY HOME

Bentley Home is a furniture brand whose collections bring the unmistakable style that characterizes the luxurious interiors of the Bentley cars. The materials and finishes are in fact the same used for the cars, refined and precious, as well as the warm and natural colors, with moka, cognac, mole, gray and quartz nuances. The Bentley Home line is the result of a collaboration between Bentley Motors and the Luxury Living group, whose craftsmen are specialized in the creation of extra-luxury furniture, with a sophisticated and refined taste.

DYSTOPIAN WORLD

We are now experiencing the beginning of a huge change in the way we live and work with the latest innovations in computation and AI. In our homes, artificial intelligence (AI) has the potential to revolutionize the field of interior design in several ways. Starting with how we choose what to buy, personalized design recommendations are a staple now. AI can analyze a client's preferences and suggest personalized design recommendations based on their style, color preferences, and other factors. There have also been improvements that can help designers create more realistic 3D visualizations of their designs, allowing clients to better understand what the finished product will look like. Increasing energy costs are center topics on the news. AI can also help by optimizing the energy efficiency of a space by analyzing factors such as lighting, temperature, and ventilation.

In interior design this translates in dystopian spaces, that echo the virtual worlds we spend our free-time immersed in.



SPA RITUALS

Spa rituals and self-care have become increasingly popular trends in recent years as people seek ways to prioritize their mental and physical well-being. Self-care routines involve taking time for yourself to do things that promote relaxation and well-being, such as taking a bath, reading a book, or practicing yoga. When it comes to spa rituals, interior design plays a crucial role in creating a calming and relaxing atmosphere. Fortune Business Insights predicts the global market for bath and shower products (such as body washes and bath soaps) will grow from \$43.22bn in 2020 to \$63.16bn in 2028.

Bath salts, soap bars, luxury candles and artisanal accessories such as handcrafted dishes, body brushes and washcloths will be key accessories. Using natural materials in the design of furniture, floors, and walls can help to create a connection with nature and promote relaxation. This approach can create a calming and peaceful environment, allowing visitors to fully immerse themselves in the spa experience.

By incorporating natural materials, minimalist design, earthy color palettes, lighting, and plants, spas can create an environment that helps visitors escape from the stresses of daily life and fully immerse themselves in the spa experience.



GREEN LIVING

Sustainable and eco-friendly design will continue to be a major trend as people become more conscious of the environment. Consumers have become more discerning about what they surround themselves with, and whether it serves them and the planet for the long term. Green Living is a trend that seeks to give answers to this need. It is an approach to architecture and interior design that seeks to incorporate elements of nature and the natural environment into human-built spaces. The concept is based on the idea that humans have an innate connection to nature and that exposure to natural elements can improve our well-being, health, and productivity. This trend can include features such as natural lighting, greenery, natural materials, and can also incorporate design elements that mimic natural patterns. The goal is to create spaces that are not only aesthetically pleasing but also support human health and well-being. Green Living has gained popularity in recent years as people have become more aware of the impact of the built environment on human health and the environment. It is increasingly being incorporated into a variety of spaces, from homes and offices to hospitals and schools.



FROM OFFICE TO HOME

As remote work and telecommuting become increasingly popular, creating a functional and stylish home office has become a top priority for many people. Incorporating natural materials like wood, plants, and stone into your home office can help create a calm and serene atmosphere. A clutter-free workspace can also help boost productivity and reduce stress. Minimalist designs with clean lines and simple decor can help create a calming and organized workspace. The concept of working smarter, not harder, was already becoming a mainstream sentiment before the pandemic and having better office furniture is an important step. With the rise of remote work, ergonomic furniture has become essential to promote good posture and reduce strain on the body. Many people are opting for multi-functional spaces that can serve as both a home office and a guest room, workout space, or storage area. Overall, when designing your home office, it's important to prioritize functionality and comfort while also incorporating your personal style and preferences. On an aesthetic level, we will see more cocooning curves, plump forms, tactile surfaces, soothing colors, and soft, breathable materials used for furniture, apparel and tech accessories.



PRIMARY COLORS

Primary Colors is a reimagination of the Playful design trend. The primary colors in interior design are red, blue, and yellow, these colors are often used as a base for creating a color scheme in a room. In recent years, designers have been experimenting with different color schemes and breaking the rules when it comes to traditional primary colors. This trend comes from the post-pandemic need of using the home as a place to play, to gather friends and socialize. It's also important to note that primary colors are just the beginning of the color spectrum, and there are many other colors and shades that can be used in interior design to create unique and personalized spaces. There are a myriad of ways to incorporate the primary colors in a color palette: mixing neutral tones with pops of bold colors, an all-out monochromatic color scheme or paired with earthy tones such as terracotta, olive green, or mustard yellow to create a cozy and welcoming atmosphere. Overall, while the primary colors of red, blue, and yellow still hold importance in interior design, designers are constantly pushing the boundaries and experimenting with different color schemes to create unique and personalized spaces.



MODULAR

Modular design is a trend in interiors that focuses on creating flexible, customizable spaces by using modular elements. Modular furniture is a key component of this trend, as it can be rearranged and reconfigured to meet changing needs, which is especially useful in smaller spaces. With the "Work from Home" movement, this feature can also be used in other aspects of interior design. Modular wall systems, for example, can be used to create flexible partitions that can be easily moved or reconfigured to create new spaces as needed. Modular lighting systems can be used to create unique lighting configurations that can be customized to meet the needs of a particular space. Another popular reason why modular interiors are becoming a go-to is because of the functionality and space-saving features of it. Modular interiors are designed with the main intent to maximize the functionality of a room by adding clever ways to store things. One of the benefits of modular design is its versatility. Modular design can be used in a variety of settings, from homes and apartments to offices, retail spaces, and public spaces.



ROBERTO CAVALLI HOME

The Roberto Cavalli Home Interiors collection pays homage to the Roberto Cavalli Maison’s most iconic lines. A combination with a particular personality, true to the brand’s philosophy and DNA, capable of combining fashion and design with glamour and sensuality. Roberto Cavalli Home Interiors is inspired by the fashion house’s iconic prints and patterns: a galaxy of vibrant colours, precious textures, and beautiful patterns, mixing and overlapping bold animalier prints and softer embroideries, sculptural shapes and irregular lines, urban taste with natural elements like rocks, flowers, and lush jungles.

LUXXU & PULLCAST

With a prestigious and revivalist attitude, Luxxu provides increasingly bolder designs and is always combined with the finest craftsmen’s technics. This brand’s pieces represent an endless promise of elegance and distinctiveness that shapes Luxxu’s future.

Also, at iSaloni discover the exclusive and luxury world of PullCast and dive into this brand’s amazing and elegant list of decorative and architectural hardware products.

KARTELL

Kartell has been a symbol of Made in Italy design for almost 70 years, and its design journey has been founded on continual innovation ranging from creative thought to material use, industrial processes, and communication through shop windows and the digital world.

Today, Kartell is the perfect synthesis of its past and continual projection into the future, combining a rich business culture with a willingness to always explore new roads and new experiences, all guided by a strong desire to do.



GUIDE TO MILAN

EXPLORE *the City*

THIS IS THE BASIS OF WHAT YOU CAN EXPECT FROM SALONE DEL MOBILE, BUT MILAN HAS A LOT MORE TO OFFER. YOU CAN ENJOY THESE EVENTS, BUT YOU SHOULD ALSO ENJOY THE CITY AND THAT’S WHY WE WANT TO PRESENT A COMPLETE MILAN CITY GUIDE FOR YOUR ENJOYMENT.

5 DESIGN DISTRICTS TO VISIT

BRERA DESIGN DISTRICT



This is the district that houses a Pinacoteca and Art Academy famed throughout the world. This artsy neighborhood with its narrow, cobbled streets boasting a dense concentration of antique shops, galleries, showrooms, and prestigious locations, exudes a truly alluring, bohemian aura year-round. During the Fuorisalone, Brera offers a high-profile events calendar, featuring several of the world's most prestigious brands, and focuses on attracting a design-savvy, culturally oriented public. Brera Design District is a territorial marketing project promoting excellence and commercial real estate development.

VENTURA CENTRALE DESIGN DISTRICT



The formerly abandoned 9 spaces of the Magazzini Raccordati via Ferrante Aporti, once home to important local warehouses, provide visitors with a visually evocative experience. Under the rough tracks and characteristic vaults of Milan's Stazione Centrale creativity – a specific focus on design from the Netherlands and Belgium – takes center stage featuring an eclectic mix of contemporary design by showcasing both emerging as well as established brands. Projects in the area are curated and powered by the international design organization Ventura together with local association Centrale District, spread over the core areas of Centrale Railway Station and the nearby area of Repubblica.

VENTURA FUTURE DESIGN DISTRICT



Ventura Future is an exhibition area highlighting the original, cutting-edge and impactful design, of both emerging talents and established brands.

5VIE ART DESIGN DISTRICT



Aptly named 5vie after the “five streets” that form the area, the district is simultaneously one of the city's oldest but also emerging districts. The area spans from the Pinacoteca Ambrosiana, up to the Basilica of Sant' Ambrogio and the church of San Satiro, where Bramante worked. One of Milan's least touristy and best-kept secrets, the area participates officially in Design Week with a triple circuit consisting of showrooms displaying the latest in design, old artisan workshops where you can admire traditional handicrafts (in particular in via San Maurillio and via Santa Marta) and a cultural itinerary featuring museums, churches, cloisters, archaeological sites, and breathtaking inner courtyards. 5vie District involves a cultural and territorial marketing project to promote Milan's Old Town.

TORTONA DESIGN DISTRICT



Although Tortona is the name of a single street, during the Fuorisalone the events in its neighboring area – namely the one lying behind the Navigli, known for its “vibey” atmosphere – multiply. The area, home to former warehouses and factories, becomes a major display platform featuring a slew of futuristic, original, and experimental events targeted, according to the organizers, at creating a truly knockout effect. Big names and loads of emerging talents create an urban workshop of contemporary design. Design Week in Tortona promotes various events spread over some of the most important hotels and recently renowned open spaces. It's at Tortona that we find the SUPERSTUDIO, the iconic place of design in Milan, the pioneer of the Fuorisalone phenomenon in the district, the most visited and sought-after place of the Tortona District since 2000. With the SUPER DESIGN SHOW project, according to the original format “less fair and more museum”, Superstudio pursues its mission on quality, excellence, research. The next edition of Gisella Borioli's project with the art director Giulio Cappellini follows the usual ONLY THE BEST mission with particular attention to the TECH&GREEN theme.

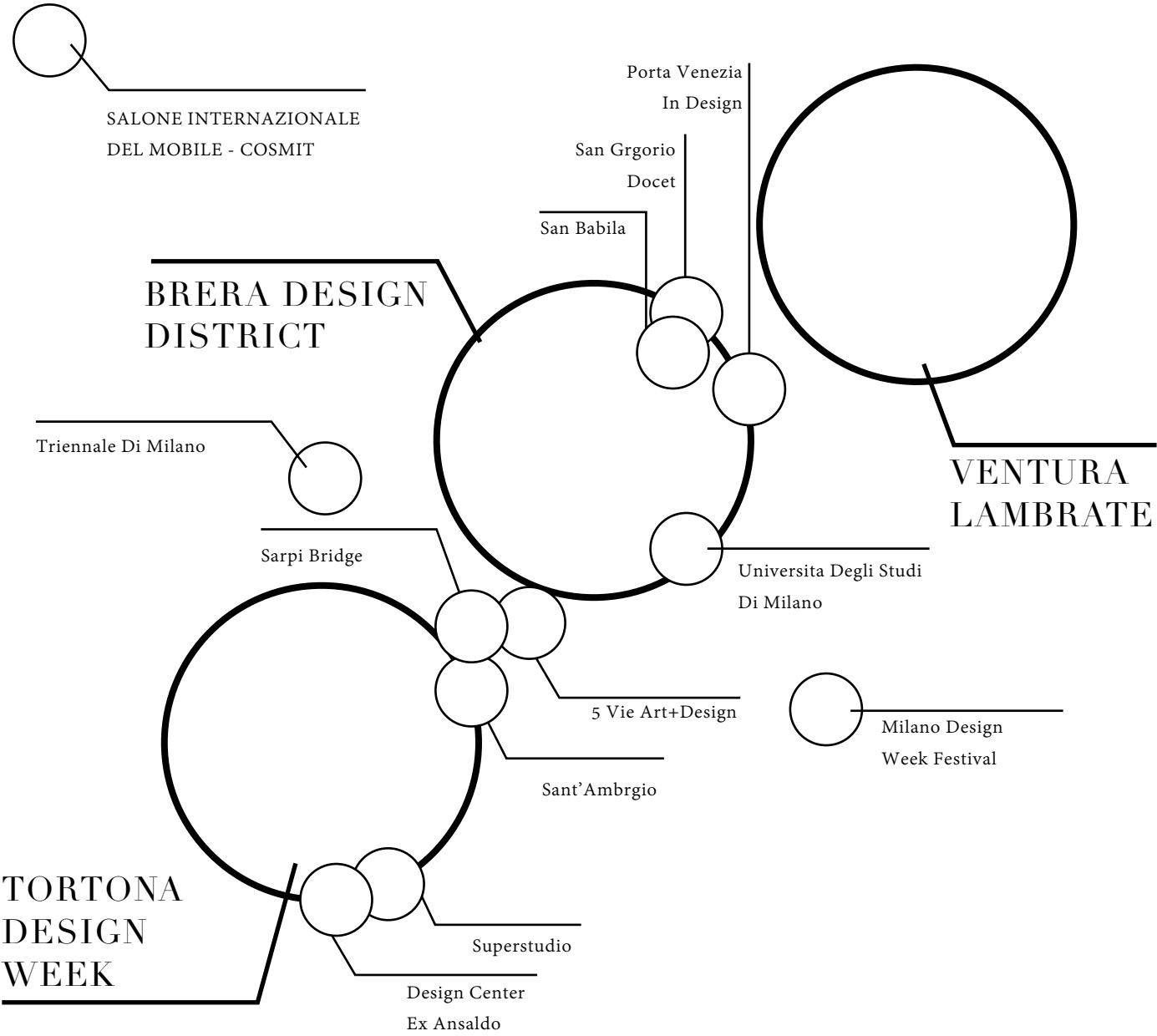


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BOCA DO LOBO | delightFULL | BRABBU | MAISON VALENTINA | cireu | LUX XU | ESSENTIAL HOME | RUG SOCIETY | PULLCAST | CAFFELATTE | COVET COLLECTION



With a sustainability-focused edition that will happen next 07_12.06.2022 in Rho Fiera Milano, the Salone Del Mobile Milano is one of the biggest interior design events running for over 60 years! Began in 1961, this Milan Furniture Fair is a platform for promoting Italian furniture and furnishings exports, with over 2,000 exhibitors participating and showcasing excellent goods and solutions for contemporary living that integrate design, technology, flexibility, and sustainability. The 2022 edition will take place on Rho Fiera Milano, 07_12.06.2022!

VALENCIA II RUG
RUG SOCIETY



VALENCIA II is a lounge rug and an adaptation of the original VALENCIA rug, one of the best sellers of the entire collection. This classic rug is perfect for bringing life to any hallway of its design and intense colors. A 100% hand-tufted rug made with Botanical Silk and Natural Wool.

CELL ROUND RUG
RUG SOCIETY



With the same inspiration and the combination of two neutral colors, CELL ROUND highlights its new round shape that makes a difference in any house decor. CELL ROUND is a hand-tufted rug that combines the grandiosity of three materials: Botanical Silk, Natural Wool, and Lurex. It fits within any interior design style.

IMPERIAL SNAKE SQUARE RUG
RUG SOCIETY

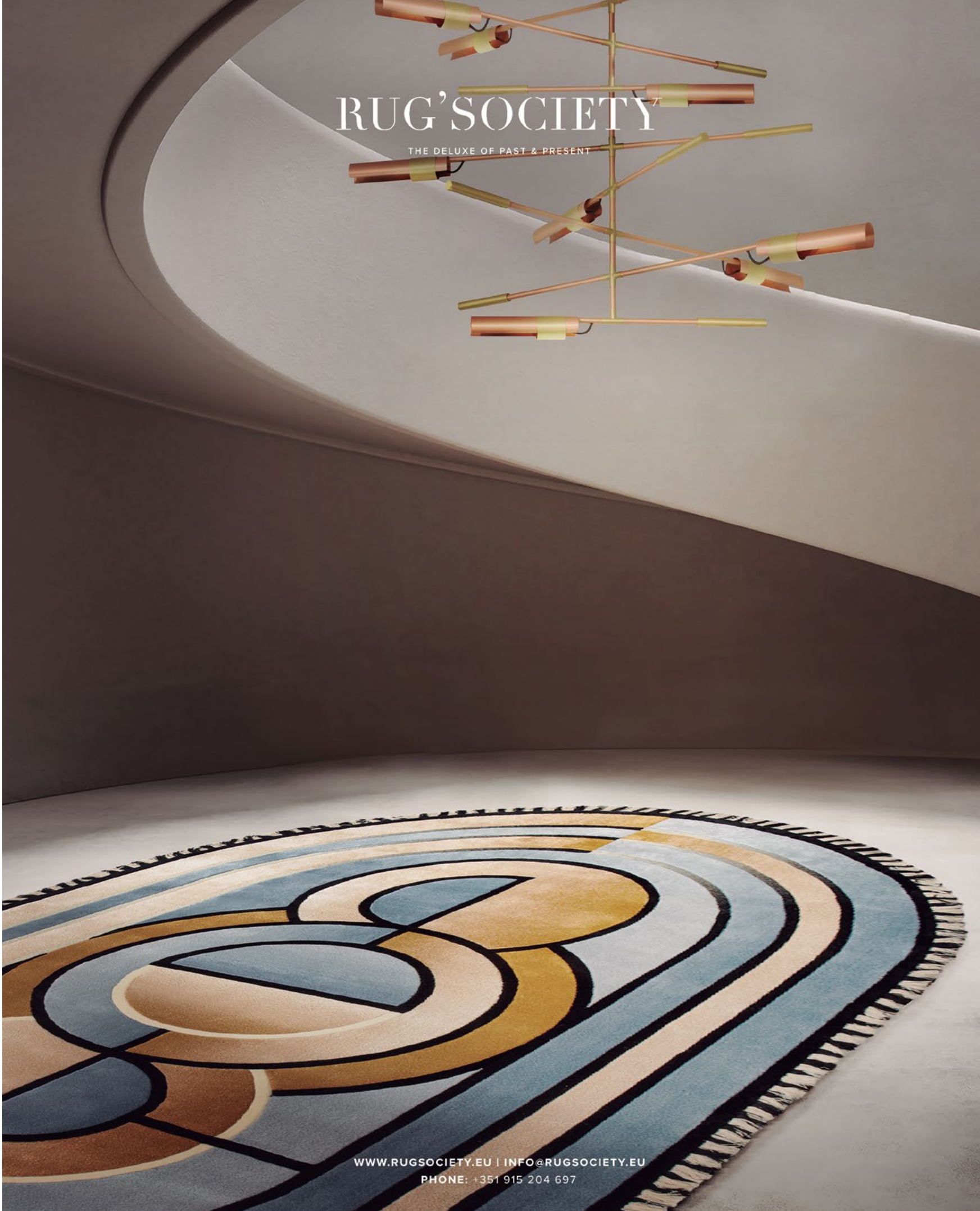


The snake is one of the oldest and most well-known mythological symbols and is powerfully connected with the power of life and represents the transformation of our lives. IMPERIAL SNAKE SQUARE rug is the square version of our most luxurious rug, with its blue shades in Botanical Silk and Natural Wool.

COUPLE II RUG
RUG SOCIETY



To expand the romanticism of the original COUPLE rug, we created the COUPLE II rug, a lounge carpet that tell us we should never dispense love and our relationship with others. A 100% handmade rug that combines the hand-tufted and overtufting techniques with the noblest materials: Natural Wool and Botanical Silk.



Best Hotels to Stay In

MANDARIN ORIENTAL MILAN



Mandarin Oriental Milan offers luxury accommodation a short walk from the fashionable Milan fashion boutiques. The property features a restaurant on-site with 2 Michelin stars and meeting facilities. Set in a complex of 5 connected 18th-century buildings, all rooms and suites are air-conditioned and designed by Antonio Citterio, modern décor, and taco floors. They offer views of the courtyard or the street, and some offer views of Milan's Cathedral.

PARK HYATT MILANO



In all of its 81 rooms and 25 suites, the Park Hyatt Milano offers luxury and serenity in the form of clean design and quiet comfort. Park deluxe executive king rooms feature fruit baskets and your choice of mineral waters, while a Park terrace suite boasts gorgeous views of Milan from a private terrace. You'll never go hungry with mouth-watering, on-site dining options like Michelin-starred Restaurant VUN, where you can enjoy a multicourse tasting menu unlike any you've ever tried. For breakfast, La Cupola features daily selections of croissants and fresh juices.

PALAZZO PARIGI HOTEL AND GRAND SPA

From the outside, Palazzo Parigi Hotel & Grand Spa looks like any of Milan's modern office buildings — glassy windows, metal frame, business style. Just take a deep breath and walk inside. If the magnificent Murano glass chandelier doesn't blow your mind, then the "I wanna wear a ballgown and traipse down this luscious marble staircase" will. Palazzo Parigi is neoclassical luxe with a French twist throughout its ten floors. Its vibe is cosmopolitan and stylish, shown off by its staff, a well-heeled team of polyglots straight from the runway. Location is key: Turn the corner, and you're in the Fashion Quadrangle, the very epicentre of Milan's finest.



Best Restaurants & Bars

RISTORANTE BISTROT MARTINI DOLCE&GABANNA



This luxury location owned by the popular fashion brand Dolce & Gabbana is the perfect spot to have a fine dining experience.

BAR LUCE



This restaurant interior was designed by director Wes Anderson. With green as the base colour, it includes stunning patterned wallpaper prints, Formica chairs, terrazzo floors and pinball machines that create an atmosphere with a quirky, retro feel.

CERESIO 7



Ceresio is located on the rooftop of fashion label Dsquared2's Headquarters and it has a stunning view over Milan. The restaurant, designed by Dimore Studio, has a polished, clean-lined design that almost feels like being transported to midcentury Palm Springs with an Italian twist.

GIACOMO ARENGARIO



Envisioned by design firm Studio Peregalli, this Art Deco Bar & Restaurant is located on the top floor of the Museo del Novecento and overlooks the stunning Piazza del Duomo. This gleaming cocktail bar is surrounded by 1930s decorative touches and walls covered with geometric patterns that provide a stunning bar vibe.



 **BOCA DO LOBO**
exclusive design

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IMPERFECTIO ARMCHAIR
W 108 CM | 42.5 IN D 96 CM | 37.7 IN H 67 CM | 26.3 IN

NAVARRA EMPERADOR CENTER TABLE
W 206 CM | 81.1 IN D 136 CM | 53.5 IN H 35 CM | 13.1 IN

LUMIERE CONSOLE
W 150 CM | 59 IN H 250 CM | 98.4 IN

HERA ROUND II SUSPENSION LAMP
Ø 100 CM | 39.4 IN H 150 CM | 55.1 IN

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HORUS IRREGULAR BIG SUSPENSION LIGHT

BRABBU



Just like the God of the sky and the rising sun, HORUS Irregular Big Suspension Light promises to be a reference in modern interior design. Featuring a structure in matte black lacquered brass and shades in crackle glass, this modern suspension light is the ideal choice for a modern living room design.

LAPIAZ BATHTUB

MAISON VALENTINA



Lapiaz Bathtub is inspired by the typical karst formations produced by the dissolution of limestone rocks. This unique bathtub enhances glamorous and rich interiors with a gold-painted tear that contrasts with the mirrored effect of the stainless steel. A statement bathtub that stands out in any contemporary bathroom project.

OSCAR ROUND RUG

RUG SOCIETY



The OSCAR ROUND rug highlights the Masculine representation of the classical canons of ancient Greece by its new round form. With this new rug design, the geometric forms and patterns are stronger and promise to catch your look. A hand-tufted rug, made with Natural Wool and Botanical Silk, for statement interiors.

HERA SWIVEL ARMCHAIR

BRABBU



The Temple of Hera is one of the most magnificent examples of iconic Greek architecture. Fully upholstered in cotton velvet, HERA Modern Swivel Armchair embodies this magnificence. This channel-tufted chair is an exquisite example of chair design and will instantly uplift any modern living room set.

Home'Society is a collective of brands that aims to give a complete solution to everyone who looks for creating unique interiors and reconnecting them to a modern contemporary style. Exploring interiors room by room to give complete solutions and support to the ones that want to refresh their spaces or to the ones that want to deliver interior projects that will step up.

www.homessociety.com | info@homessociety.com

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HOME'SOCIETY
An Intense Way of Living

BEST GALLERIES & MUSEUMS TO VISIT

GALLERIA CARLA SOZZANI



The gallery is located in a former industrial building, typical of Milanese architecture. Since its opening, Galleria Carla Sozzani has established itself as one of the most important photography galleries in Italy. Over 200 exhibitions have been shown in the presence of famous photographers, often presenting works that had never been shown in Italy before: Helmut Newton, Annie Leibovitz, Bruce Weber, Bert Stern, Sarah Moon, Paolo Roversi, David Bailey, Hiro, David LaChapelle, amongst others.

PAC - PAC



PAC - PAC's exhibitions are often a source of interest and debate in Milan because they highlight issues of great social importance (for example Regina José Galindo's 2014 "Estoy Viva" show addressed the female condition, while the 2013 "Rise and Fall of Apartheid" exhibition gave insight into life before, during and after apartheid).

MIART



Miart is a fair where contemporary art, modern art and limited edition design interact with each other, exploring the relationship between the past and the present of creativity and presenting the widest chronological offer to the public, from the art of the beginning of the last century up to the works of the most recent generations. The event is organized in three curated sections. At Established section you'll find galleries that present the languages of the most contemporary and galleries that present works created during the twentieth century, offering a selection that ranges from the masters of modern art to new and recent productions. In this section, miart will also accept applications from galleries active in the collection and author design sector. Decades section explores the history of the twentieth century in a scan for decades. Emergent section is reserved for galleries with an exhibition activity focused on promoting the most recent generations of artists.

HANGAR BICOCCA



If you love art, design, and getting out of the city centre, you'll love Hangar Bicocca. Housed in a converted industrial building in an up-and-coming area outside the city centre, Hangar Bicocca attracts artsy types with its cutting-edge exhibitions and workshops. This place is famous for its site-specific installations (similar to those at London's Tate Modern) that over the years have included giant balloons and rooms set at -30 °C.

LEONARDO DAVINCI SCIENCE AND TECHNOLOGY MUSEUM



After seeing the last supper of DaVinci at the Santa Maria Delle Grazie, you should visit the Museo Nazionale Della Scienza e Della Tecnologia Leonardo da Vinci where you can find more of his original drawings and numerous models of his scientific innovations. Moreover, it has interactive labs, a submarine exhibit, and a section devoted to science for young children.

MUDEC



With constant efforts on the part of the municipal authorities to preserve the memory of the economic and social processes that have shaped the city's identity, the Milan City Council took steps in 1990 to buy the old Ansaldo industrial plant at Porta Genova and use it for cultural services. The disused factories, authentic monuments of industrial archaeology, have been converted into studios, workshops, and new creative spaces.

MUSEO DEL NOVECENTO



The Museo del Novecento was established on 6 December 2010 with the goal of spreading knowledge of 20th-century art and offering a more comprehensive insight into the collections that the city of Milan has inherited over time. Besides its core exhibition activity, the Museum is active in the conservation, investigation, and promotion of 20th century Italian cultural and artistic heritage with the final aim of reaching an ever wider audience.



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BERTOIA OVAL DINING TABLE
L 280 CM | 110,2 IN W 110 CM | 43,3 IN H 75 CM | 29,5 IN

BOTTI SUSPENSION LAMP
H 80 CM | 31,5 IN Ø 150 CM | 59 IN

IKE PENDANT
Ø 5 CM | 2 IN H 10,2 CM | 26 IN

ISADORA DINING CHAIR
L 60 CM | 23,62 IN W 56 CM | 22,05 IN H 80 CM | 31,50 IN

MONOCLES CABINET
L 168 CM | 66,1 IN W 49,5 CM | 19,4 IN H 173 CM | 68,1 IN

TURNER TABLE LAMP
H 60 CM | 23,6 IN Ø 30 CM | 11,8 IN



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Treat yourself to some ITALIAN-INSPIRED DISHES



Italian gastronomy is an integral part of the Mediterranean diet, which, is itself, part of the intangible cultural Heritage of Humanity by Unesco. For the Italian population, cooking is an art of living that seduces and enchants. The Italians always want to use mainly fresh,

seasonal and local products. The constant search for a gustatory balance that highlights the flavour of each food dominates Italian culinary recipes. Italian gastronomy, simple but tasty, is a culture that provides from the heritage of each family.

THE TYPICAL MENU IN ITALY



Traditionally, an Italian menu consists of a festival of varied foods. The aperitivo includes a drink (wine, cocktail or spritz), and stuzzichini (charcuterie). Then come the appetisers, fish-based, marinated octopus, fried squid, fried zucchini flowers, ham in chiffonade or spinach pie. These anti-pasti or hors d'oeuvres can also be marinated vegetables, salads, bruschettas or croquettes.

The primo or first dishes are based on gluten in all forms. They include spaghetti and tagliatelle, stuffed lasagne, cannelloni or tortellini. Risotto, gnocchi, soups or minestrone soup are also included. The dishes of resistance or secondo have essential elements of meat or fish, served with cooked vegetables or contorno (a famous salad). The cheeses come in entremets, and the dessert consists of fruit or cake. As a digestive, espresso or liqueur, such as grappa, amaro or limoncello, is served.

FROM THE MODERN SPRAWL OF MILAN TO THE ROMANTIC RENAISSANCE VILLAGES, THERE IS LOMBARDY



Besides pristine alpine valleys and luxurious lakeside resorts, Italy's richest region also happens to be one of its most diverse. Glamour and opulence are synonymous with Lombardy, whether that's the grandiose villas that line Lake Garda and Lake Como, the haute couture of fashion capital Milan, or its illustrious arts and literary heritage. The region is a crossroads of tradition and modernity, and its skylines a fascinating blend of old and new. Its cuisine is equally rich, with expensive spices, prime cuts of meat and aged cheeses bringing flair to risotto and polenta-based dishes.

How is the appetite? If the desire is to bring a little slice of Lombardy home, dive deeper into this stunning region with the greatest Milanese-inspired recipes, traditional cocktails, regional wine guides and more.

NEGRONI SBAGLIATO

As a spritz twist on Italy's most iconic cocktail, the Negroni Sbagliato makes the perfect aperitivo. The sharp bite of the bittersweet Campari & Vermouth combination is perfectly counterbalanced by the crisp, effervescent spumante. Coveted invites you to indulge in an authentic taste of Lombard cuisine with real limited-edition dishes from this powerful, yet charming region.



RISOTTO



Large parts of Lombardy are covered by rice paddies, so risottos and other rice dishes are a staple. Creamy and rich in cheese, it is prepared with rice typical of northern areas, such as the Arborio, Carnaroli, and Vialone varieties, and cooked slowly in broth.

POLENTA



For centuries, polenta has been a staple dish in Lombard cuisine. Polenta is served in slices, even fried, to be brought to the table without seasoning, or as an accompaniment to various types of meat, with butter, soft cheeses, fish, or dishes that contain a lot of sauce.

GORGONZOLA



Gorgonzola is one of the world’s oldest blue-veined cheeses and is named after the town from which it originates. It is exclusively made from cow’s milk and is versatile in its uses, adding zest to risottos, pastas or pizzas.

COTOLETTA



Cotoletta alla Milanese is a flattened veal cutlet covered in egg and breadcrumbs and flash-fried in butter. It is one of the signature dishes of Milan, the style and design capital of Italy.

OSSOBUCO



Ossobuco is a Lombard speciality of cross-cut veal shanks braised with vegetables, white wine and broth. It’s often served alongside risotto alla Milanese, the rice dish with a golden hue due to saffron.

PANETTONE



Panettone originated in Lombardy and is an iconic symbol of Christmas in Italy. This enriched bread - dotted with rum-soak dried fruit, citrus, and almonds - is easy to make at home with the time-saving tip of letting it rise overnight in the refrigerator.

TORTELLI DI ZUCCA



Tortelli di zucca is pumpkin-stuffed pasta with crushed amaretti and candied fruits. Hailing from Lombardy, the pasta is also tossed in sage-infused butter before serving.

NEBBIOLO GRAPES



Lombardy produces Nebbiolo red wines in the Valtellina region. Nebbiolo wines are often distinctively perfumed with an aroma described as “tar and roses” along with a moderate body and fresh acidity.

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ROBUSTA CENTER TABLE
CAFFE LATTE



With an uneven shape, taking inspiration from the disformity of the sub-Saharan plains where the famous Coffea Robusta is grown, this center table has both a soft yet eye-catching presence. Its two marble tops resemble the hues of brown from the exquisite coffee beans and rest perfectly on a delicate and continuous bronze leg. The perfect piece to provide a simple and neutral complement to a modern interior.

BOMA SIDEBORD
CAFFE LATTE



This breathtaking landscape serves as inspiration for the Boma Sideboard design, where the round inox aged detail protrudes from the organic pattern of the decap wood, resembling the fantastic mountain that emerges from the plains of the Boma Natural Park.

MILENIO MODULAR SOFA
CAFFE LATTE



This sofa takes its name from the Milenio coffee variety, a plant that emerges in great heights and very well-known adaptability, making this sofa the perfect parallel of it. With a blend of hues, textures and materials, and with over 7 modules to change around, the circular modular is the piece that creates the character of the overall sofa, creating a distinctively modern and rich component to your living room.

ALTURA MIRROR
CAFFE LATTE



This tall mirror creates the same feelings in your living room or other areas. With balanced and clean designed mirrors on both sides, and adaptability with swivel panels for a different experience each time. Sharp straight lines for a modern appeal and bronze mirror finishes for that subtle, yet pronounced, chicness.



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- SIPHON MODULAR SOFA**
W 360 CM | 141.7 IN H 72 CM | 28.74 IN D 340 CM | 133.8 IN
- ANTIGUA CENTER TABLE**
MODEL 1 - W 64 CM | 25,19 IN D 50 CM | 19,68 IN H 35 CM | 13,78 IN
MODEL 2 - W 64 CM | 25,19 IN D 50 CM | 19,68 IN H 40 CM | 15,74 IN
MODEL 3 - W 35 CM | 13,78 IN D 35 CM | 13,78 IN H 45 CM | 17,72 IN
- CAFFEINE BOOKCASE**
W 140 CM | 55.12 IN H 204 CM | 80.3 IN D 42 CM | 16.5 IN

- CUTTY SIDE TABLE**
W 33 CM | 13 IN H 55 CM | 21.7 IN D 36 CM | 14.2 IN
- JUTE ROUND RUG**
Ø 200 CM | 78.7 IN Ø 300 CM | 118.11 IN Ø 400 CM | 157.48 IN
- CANEPHORA MIRROR**
W 140 CM | 55.12 IN H 204 CM | 80.3 IN D 42 CM | 16.5 IN

ITALIAN GEMS:

7 Tourist Attractions To Visit in Milan

Milan Design Week is just another reason among many for you to visit one of the most beautiful cities in the world. There are a lot of tourist attractions for you to enjoy, history is written in almost every corner and rich cultural heritage will surely make you fall in love with Milan – from the architectural treasures and the thrilling fashion

industry to the sensational art galleries and design events. Also, Milan is synonymous with Italian cuisine, fine dining experiences and luxury restaurants. However, Coveted wants to show you the luxury side of Milan and these are the top-rated tourist attractions you just can't miss.

ITALY AND SWITZERLAND IN ONE DAY



On a day journey from Milan to Lugano and Lake Como, this is your opportunity to see the best of Switzerland and Italy. Cruise Lake Como on a tour boat with a local guide, and keep an eye out for celebrity villas. Then visit Bellagio, also known as the “jewel of Lake Como”. The trip then continues to Switzerland, where you'll have some free time in Lugano to take in the sights. Before returning to Milan, enjoy the views from the lake or shop for Swiss chocolate.

LA SCALA THEATRE AND MUSEUM GUIDED EXPERIENCE



The La Scala Theater, first opened in 1778 in Milan's city centre, is one of the world's most famous opera theatres. Explore this temple of music with a small group and a guide to learn about its mysteries and history. View a selection of scenic designs, musical instruments, and costumes from some of the theater's most memorable performances.



DUOMO'S ROOFTOP TOUR

This guided evening tour includes skip-the-line access to the pinnacle of the Milan Duomo. The cathedral's rooftop is accessible via elevator for most of the way, and then there are just 50 stairs to the very top. Learn about the history and construction of the Duomo while admiring the views over Milan and, on a clear day, far beyond the city.

ALFA ROMEO MUSEUM TOUR



Starting in Milan's city centre, you'll visit the Alfa Romeo auto museum, where you'll spend three hours learning about the renowned most famous Alfa Romeo vintage vehicle models that have been created throughout the years. You will be escorted by a knowledgeable professional tour guide who speaks your language and is passionate about automobiles. You may also have a coffee break and visit the exhibit where the latest new Alfa Romeo automobiles on the Italian market are on display.

ITALIAN LAKES AND RIVIERA TOUR



Discover the finest of northern Italy on a 7-day tour. From Milan, visit the Orta, Maggiore, Como, Garda, and Iseo lake, as well as the cities of Como, Bergamo, and Verona. Then visit Genoa, Sanremo, Rapallo, Cinque Terre, Portofino, and Santa Margherita on the Italian Riviera. Relax in these towns and learn about their history on walking tours while admiring the gorgeous settings all around.

CINQUE TERRE PRIVATE TOUR



On a private tour from Milan, spend a day visiting the Cinque Terre. You'll travel by luxury car to the UNESCO-listed shore, then take a walking tour of the region before going on a boat ride through the Cinque Terre's charming coastal villages. Halfway through the day, stop for a wine tasting with canapés while seeing the candy-coloured mansions packed into the cliffs and the spectacular sea vistas. Your personalized guide will teach you about the region and give you meal recommendations along the route.

FIAT 500



From the seat of a restored classic Fiat 500, take in the sights of Milan in genuine Italian flair! Allow a skilled chauffeur to guide you around the city streets as you relax and enjoy attractions such as the Sforza Castle, Royal Villa, La Scala, and the magnificent Duomo. There are many trip lengths and itineraries to choose from, including a night tour for a romantic urban experience.

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LAPIAZ BATHTUB
W 197 CM | 77,56 IN D 93 CM | 36,61 IN H 70 CM | 27,56 IN

COLOSSEUM FLOOR MIRROR
W 80 CM | 31,5 IN D 50 CM | 19,69 IN H 203 CM | 79,92 IN

SYMPHONY PEDESTAL SINK
Ø 42 CM | 16,54 IN H 85 CM | 33,46 IN

DIAMOND TOWEL RACK
W 54,5 CM | 21,46 IN D 17 CM | 6,69 IN H 123 CM | 48,43 IN

NAICCA CHANDELIER *BY BRABBU
W 100 CM | 39,37 IN D 100 CM | 39,37 IN H 160 CM | 62,99 IN



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XENON MODULAR SOFA
L 265CM | 104,3IN W 372CM | 146,5IN H 70CM | 27,6IN

ANTIN SIDEBOARD
L 250 CM | 70,87 IN W 50 CM | 19,69 IN H 85 CM | 33,46 IN

LURHMANN CENTER TABLE
L 144 CM | 56,6 IN W 143 CM | 56,2 IN H 48 CM | 18,8 IN

QUANTUM MIRROR
Ø 148 CM | 58,27 IN W 6,5 CM | 2,56 IN

MARCUS CHANDELIER
Ø 190 CM | 74.8 IN H 340CM | 133.9 IN



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MCQUEEN FLOOR LAMP
H 187 CM | 74 IN L 28 CM | 11 IN D 28 CM | 11 IN

LITTUS DINING TABLE
H 77 CM | 30.3 IN L 160 CM | 63.1 IN

LIBERTY ROUND CHANDELIER
H 100 CM | 39.37 IN Ø 120 CM | 47.24 IN

CHARLA DINING CHAIR
H 87 CM | 34.3 IN L 51 CM | 20.1 IN D 60 CM | 23.6 IN

SKYLINE CABINET HANDLE
H 176 MM | 6.93 IN L 14 MM | 0.55 IN D 15 MM | 0.59 IN

TIFFANY QUARTZ DRAWER HANDLES
Ø 42 MM | 1.65 IN D 41 MM | 1.61 IN

MILAN TRANSPORT

METRO

The metro is a great way to travel in Milan.
There are 4 underground lines called Metropolitana. They run from 6 to 12.30 a.m., about every 2 minutes or so in peak hour, less frequently (every 5-7 minutes) during the rest of the day and at weekends.

Single tickets are €1.50 and are valid for 90 minutes.

Within the 90 minutes, you can do one journey on the underground and unlimited trips on buses and trams. Tickets are sold at electronic ticket machines in the station, or at tobacconists and newsstands. You can download the free ATM app for network maps and timetables.

TICKETS & PASSES

One-day ticket Valid for 24 hours: €4.50

Two-day ticket Valid for 48 hours: €8.25

Carnet of 10 tickets Valid for 90 minutes each: €13.80

Evening ticket Valid from 8 pm until the end of service: €3

BUSES/TROLLEYBUSES

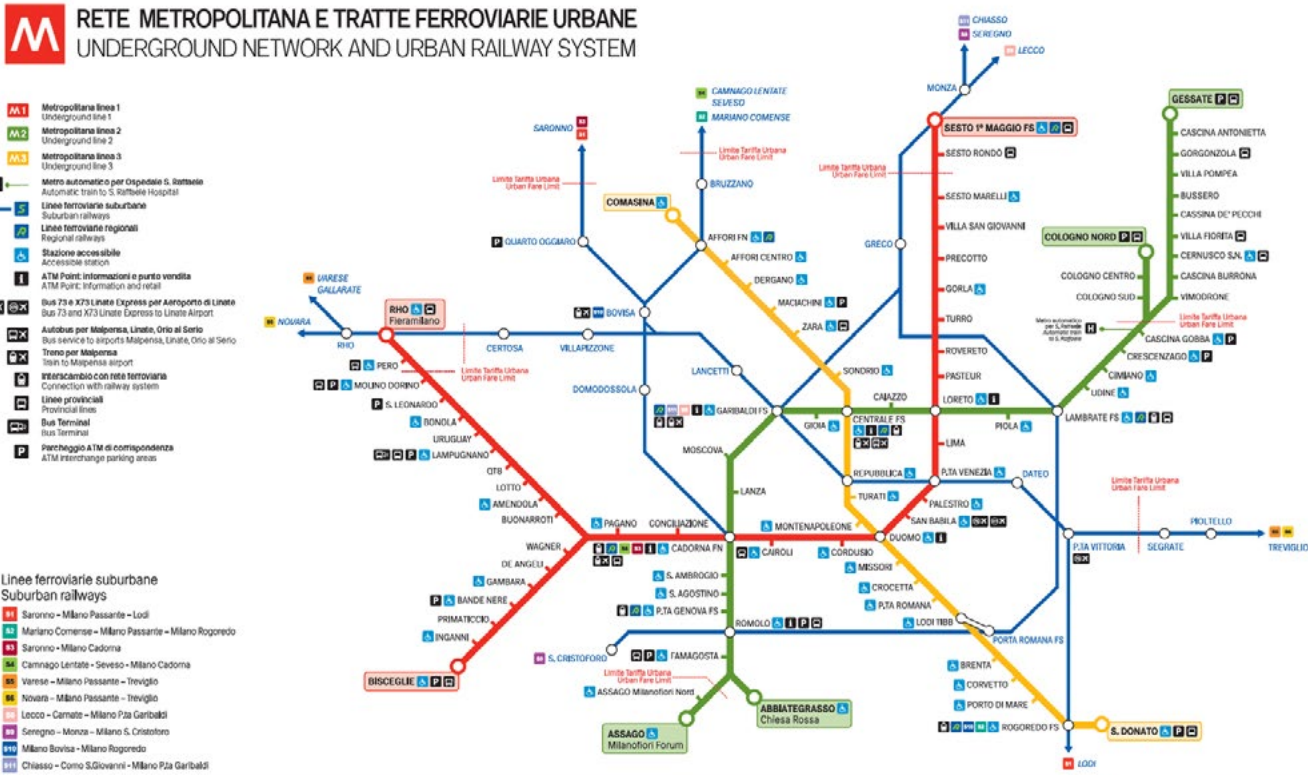
Wherever the Metro doesn't go, at least one bus will.
There are over 100 bus lines connecting the city and the suburbs. Buses run from 5 to 1 a.m., but some may finish earlier or start later, especially at weekends, and you can't buy tickets on board.

TRAMS

Milan also has numerous trams crisscrossing town.
Some still use the old 'Carrelli' streetcars, built in the 1920s, making them the longest continuously running public transport vehicles in use. Same as buses, you can't buy tickets from the driver. Trams usually run longer than buses, from 5 to 1.30-2 a.m.

TAXI

Taxis cannot be signaled but must be picked up at assigned places, usually outside train stations, large hotels and in major piazze.
You can call a cab on 02 40 40. 02 69 69. 02 85 85 or 02 77 77



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W 172 CM | 68 IN H 167 CM | 66 IN D 245 CM | 96.5 IN

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W 63 CM | 24.8 IN D 47 CM | 18.5 IN H 43 CM | 16.9 IN

CLOUD SUSPENSION LAMP
W 100 CM | 39.3 IN D 40 CM | 15.7 IN H 30 CM | 11.8 IN

PIXIE CHAIR
Ø 45 CM | 17.7 IN H 80 CM | 31.5 IN

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