



Experiences › Italy › 2 days › Milan

EXPERIENCE

Design as an industry, not as taste

A prize, a museum and a chain of companies: two days in Milan to understand how a country builds a design system and how it governs it, instead of merely having good taste.

Fact sheet

01

DAYS

2

CITY

Milan

RECOMMENDED
SEASON

all year from 8 January; April is the month of the Salone del Mobile

GROUP

10 to 20 participants

LANGUAGE OF THE
VISITS

Italian; the visits with ADI Design Museum mediators are included in the ticket on Mondays and Saturdays

PRICE

Quotation on request

→ **Request a quotation · Download the itinerary in PDF**

Itinerary day by day

Day 1 — The prize as infrastructure

In the morning, the ADI Design Museum, in Piazza Compasso d'Oro. The museum is built around the Compasso d'Oro collection, the prize that since 1954 has defined what Italian industrial design is and what it is not. You look at the prize as a mechanism: who awards it, by what criteria, what happens to a company that wins it. In the afternoon, a two-and-a-half-hour working session. Each team picks a prize-winning piece and reconstructs the chain that made it possible: who makes the components, who assembles, who distributes, where the margin sits.

Day 2 — From the museum to the shop window

In the morning, the Triennale di Milano. The museum of Italian design as a public institution: you observe what a city decides to put on permanent display and what story it builds about itself.

In the afternoon, a two-hour working walk through the Quadrilatero. It is not shopping and it is worth saying so beforehand: it is observing how the same pieces seen in the museum that morning are presented, priced and defended on the street. You take notes on shop windows, staff, waiting times and access policies. Closing session, an hour and a half. Each team presents its hypothesis on one single question: what a Mexican design brand would have to do to get onto that street, and what it would cost.

What you visit

Place	What it is	Status
ADI Design Museum, Milan	Museum of the Compasso d'Oro collection, open every day except Friday	Bookable
Triennale di Milano	Museum of Italian design, a public institution	On request
Quadrilatero d'Oro	A working walk on the street; it is not a company visit and we do not present it as one	On request

What is included and what is not

04

Included: admission and visit to the ADI Design Museum, admission to the Triennale, the guided working walk, four hours of working sessions, the materials, one person from the Istituto with the group and the certificate of participation.

Not included: flight, transfers, lodging, meals, urban transport, personal travel insurance.

The season, and why

05

Milan works **all year from 8 January**. It is a business city and the visits are indoors. Not before the 8th.

Never on a Friday: the ADI Design Museum closes on Fridays.

April is the month of the Salone del Mobile, the week when the city shows design in its natural state, with events spread across every neighborhood. It is also the week when lodging costs the most and is booked months ahead: it is a decision taken at the quotation stage, with both scenarios in view.

August is avoided.

Logistics and capacity

06

The whole itinerary is in Milan and moves on urban transport. The ADI Design Museum is **cashless**: it does not take cash, and for a foreign group that is practical information, not a detail. The recommended group is **15 people**: it is the size at which a guided visit can be heard all the way through. **Above 20** the group is split into two visits, the day gets longer and the cost per person does not go down.

Cover

The program includes an accident and public liability policy for the whole stay. The sums insured, the insurer and the policy number are published once it is taken out and are attached to the contract; until then they can be requested in writing, with an answer within two working days.

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