



Experiences › Italy › 4 days › Milan and Como

EXPERIENCE

From the loom to the shop window

Four days following a luxury supply chain from the thread to the shop window, and working out where the margin sits along that chain: in the loom in Como, in the design studio, in the Montenapoleone boutique, or in none of the three.

Fact sheet

01

DAYS

4

CITIES

Milan and Como

RECOMMENDED
SEASON

8 January to July and September to December

GROUP

15 to 20 participants

LANGUAGE OF THE
VISITS

confirmed at the time of booking, site by site

SCHENGEN DAYS USED

4 out of 90, counting the day of entry and the day of exit

PRICE

Quotation on request

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

Write which institution is bringing the group, how many participants there are and two possible dates. The head of international programs answers within two working days.

Itinerary day by day

02

Day 1 — Milan. Who decides what counts as design

In the morning, the ADI Design Museum. The Compasso d'Oro collection is the record of seventy years of judgements: who awarded what, and on what criteria. The museum closes on Fridays.

In the afternoon, the Triennale. You look at the difference between a museum that displays objects and an institution that builds the discourse around those objects, because that is the difference between having a product and having a sector.

Day 2 — Como. Where cloth turns into price

In the morning, the Como Silk Museum. Inside are the looms, the sample books and the tools of a craft that turned a Lombard lake into the place where the silk of the European houses is printed. You work on the technical side, because that is where you understand why a print costs what it costs.

In the afternoon, Museo Mazzucchelli, on the materials side: how a company producing a plastic for frames and accessories kept chemistry and fashion together.

A two-hour working session: reconstructing the final price of a garment starting from the meter of cloth.

Day 3 — Milan. The shop window as a pricing tool

In the morning, the Quadrilatero d'Oro, with a guide and an observation sheet in hand. It is not shopping: it is a survey. You count the windows, you measure how much space the product takes up against the empty space, you record who goes in and who only looks.

In the afternoon, a two-hour working session on the data gathered that morning.

Day 4 — The comparison and the closing

In the morning, team work. The chain is rebuilt, from thread to shop window, and one single question is answered: at which point of this chain would you put your money, and why.

In the afternoon, eight-minute presentations and discussion.

What you visit

03

Place	What it is	Status
ADI Design Museum, Milan	Museum of the historic Compasso d'Oro collection, closed on Fridays	Bookable
Triennale Design Museum, Milan	Exhibition institution for design	On request
Silk Museum, Como	Museum of silk work, with looms and sample books	On request
Museo Mazzucchelli	Company museum on materials for fashion and eyewear	On request
Quadrilatero d'Oro, Milan	Guided survey of the luxury retail district, not a company visit	On request

What this experience does not include today, and we write it ourselves

04

The two sites that would complete this chain are **a visit inside a working Como silk mill** and **a visit inside a Milanese fashion company**. Today we have no booking channel for either of the two, so **we do not promise them and they are not in the price**.

We write it here instead of letting it be half understood, because a group arriving expecting to walk into a mill has the right to know before setting off. When one of those

two doors opens in writing, this page changes and says so with the date.

In the meantime, this experience is sold for what it is: **the chain told through the museums, the materials and the market**, not through production.

What is included and what is not

05

Included: admissions and guided visits to the confirmed sites, the booking and coordination with whoever receives the group, the guided survey in the retail district, three working sessions totalling six hours, the materials, one person from the Istituto with the group throughout the experience and the certificate of participation in the experience.

Not included: flight, transfers to and from the airport, trains between Milan and Como, lodging, meals, urban transport, personal travel insurance.

The season, and why

06

It starts **from 8 January**: before that Italian companies are closed for Epiphany. It is an urban route and indoors, so winter is no obstacle.

The window with the most content is **April**, in the days of the Salone del Mobile: the city fills with events and with people from the sector. It is also the week when Milanese hotels cost the most, and we say so beforehand because it weighs on a group's budget more than any other line of the route. **August** is avoided.

Logistics and capacity

07

Como is reached from Milan by train in under an hour, and the Como day is done without changing hotel. No site requires a private coach.

The recommended group is **15 people**: it is the size that reaches the group rates without going over the access limits of the visits, which at these sites go up to 25. Above

20 the guided visit stops working as a single group, the itinerary splits into two slots, the day gets longer and the cost per person does not go down.

Cover

08

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.

Do you want it to count as training, with a certificate? This experience can be built into an Istituto program, with classroom hours, a piece of work to deliver and a certificate of attendance. → **For groups**

→ **Request a quotation**

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09

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Caserta (CE), via Paul Harris 63	Visas	Who teaches
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