

Experiences › Italy › 7 days › Four cities

EXPERIENCE

The Italy that sells abroad

A week on four products with nothing in common, a coffee, a motorbike, a shoe and a design object, which all have to solve the same problem: convincing a buyer who does not speak Italian and has never been to Italy.

On this experience you walk into a working factory. In the catalog beyond two days there are few.

Fact sheet

01

DAYS	7
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CITIES	Milan, Turin, Bologna, Florence
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RECOMMENDED SEASON	8 January to July and September to December
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GROUP	15 to 20 participants
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LANGUAGE OF THE VISITS	Italian; the MAUTO audio guide also in Italian Sign Language and International Sign; at the other sites it is confirmed on booking
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SCHENGEN DAYS USED	7 out of 90, counting the day of entry and the day of exit
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PRICE	Quotation on request
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→ **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. Opening and the prize that created a sector

In the afternoon, the ADI Design Museum: the Compasso d'Oro collection, that is to say seventy years of judgements on what counted as design. The museum closes on Fridays.

In the evening, a two-hour opening session: the question that runs through the whole week is handed out, along with the matrix used to gather data at each site.

Day 2 — Turin. A raw material that becomes a name

In the morning, the Lavazza Museum, inside the group's headquarters, with the archaeological area under the offices.

In the afternoon, MAUTO, the National Automobile Museum: how a city tells the story of an industry that shrank.

Day 3 — Turin. A company that manufactures inside its own museum

In the morning, Museo Officina della Scrittura, in the former Aurora Penne factory. Booking is made 48 hours in advance at the least.

In the afternoon, a three-hour working session on the two Turin days.

Day 4 — Bologna. Inside a working factory

In the morning, the Ducati Museum and factory tour, in Borgo Panigale: the motorcycle assembly line, with compulsory online booking. It is the day that sets this route apart from the others.

In the afternoon, the CUBO Museum, in piazza Vieira de Mello: the company museum of an insurance group, showing a trade, risk, that no factory lets you see. It opens

Monday to Friday and closes on Saturdays and Sundays: this day never falls at the weekend.

Day 5 — Florence. A workshop that trains while it produces

In the morning, Scuola del Cuoio, in the Santa Croce complex. Groups of up to twenty people, payment in advance.

In the afternoon, a three-hour working session: comparing the production costs of a handmade object and one made on a line, with the data gathered during the week.

Day 6 — Florence. The work

A day of guided work in two blocks of three hours. Each team builds the market entry plan for one of the four products seen into the Mexican market: channel, price, promise, who buys it first.

Day 7 — Presentation and closing

In the morning, ten-minute presentations in front of everyone, with discussion.

In the afternoon, closing and handover of the certificate of participation.

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
Lavazza Museum , Turin	Company museum inside the group's headquarters, groups of 15 to 26	Bookable
Archaeological area of the Lavazza headquarters	Excavation open to the public under the offices, guided visit from 15 people	Bookable
MAUTO — National Automobile Museum , Turin	National museum, booking compulsory above 10 people	Bookable

Ducati Museum and factory tour , Bologna	Company museum plus a visit to the working plant	Bookable
Scuola del Cuoio , Florence	Working leather school and workshop, groups of up to 20	Bookable
CUBO Museum , Bologna	Company museum of an insurance group, Monday to Friday, visit by compulsory booking	On request
Museo Officina della Scrittura , Turin	Company museum of Aurora Penne, inside the historic plant	On request

Seven sites, five with a booking channel published by whoever receives the group, none left to build. It is the experience in the catalog with the best ratio between what is already available and what depends on somebody else answering, and that is why we put it first.

What is included and what is not

04

Included: admissions and guided visits to the confirmed sites, the booking and coordination with whoever receives the group, the guided working sessions totalling twelve hours, the materials, one person from the Istituto with the group for all seven days, the final report handed to the institution that brings the group and the certificate of participation in the experience.

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

The season, and why

05

It is **the only seven-day experience in the catalog that holds up in January**: four business cities, every site indoors, no coastal or mountain leg. It starts **from 8 January**, because before that Italian companies are closed for Epiphany and the museum is open but there is nobody to talk to.

August is avoided.

The window recommended to the university channel is still **February-April**. The reason, month by month, is on the **Seasons** page.

Logistics and capacity

06

The four cities are on the high-speed line and the three transfers fit into half a day each; none of them requires a private coach. The program handed over schedules no visits on the morning of a transfer day.

The lowest capacity on the route is **20 people**, the Scuola del Cuoio's, and the Lavazza Museum takes groups of 15 to 26.

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 run from 10 to 26. Above 20 the itinerary splits into two slots, the day gets longer and the cost per person does not go down.

Two day-of-the-week restrictions shape the calendar: the Milan museum closes on Fridays and the Bologna museum closes on Saturdays and Sundays. Those days are fixed first and the trains are bought afterwards.

Cover

07

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**

Related experiences

08

Three ways to be in the market (4 days) · Two supply chains, one plain (4 days) · The industrial triangle (7 days)

 Istituto Belmonte	MAIN	INSTITUTIONAL
BHBlasted S.r.l. Società Benefit	Programs	The Institute
P.IVA 08466861211 · REA NA 960178	Experiences	Transparency
PEC (Italian certified email) not yet published	For groups	The certificate
Nola (NA), via Boscofangone zona ASI lotto C8	Admissions	The method
Caserta (CE), via Paul Harris 63	Visas	Who teaches
		Locations
Monday to Friday 9–18 CET		For groups
		Contact

This program does not lead to a qualification with official value.

Istituto Belmonte is a private Italian training institute. Its programs do not award qualifications with official value in Italy or Mexico and do not carry university credits. A certificate of attendance is issued.