

Experiences › Italy › 7 days › North and South

EXPERIENCE

The same question, two answers

A week that starts in Milan and ends on the coast, built on three questions every Italian company asks in the same way and that the north and the south answer differently: where do I find people, how do I export, who do I leave the company to.

Fact sheet

01

DAYS

7

CITIES

Milan, Naples, Gragnano, Salerno coast

RECOMMENDED
SEASON

March to June and September to October

GROUP

15 to 20 participants

LANGUAGE OF THE
VISITS

confirmed at the time of booking, site by site

SCHENGEN DAYS USED

7 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**

In the quotation we write which sites are confirmed and which are being confirmed, one by one.

Itinerary day by day

02

Day 1 — Milan. Opening, and a family company in the city

In the afternoon, Collezione Branca, on via Resegone: the museum of a distillery inside the distillery, with a family that held the same company together for generations.

In the evening, a two-hour opening session with the three questions of the week.

Day 2 — Milan. Design as an industry, and then south

In the morning, the ADI Design Museum or the Lavazza Museum depending on the date and on availability: in both cases a company museum with a public booking channel.

In the afternoon, transfer to Naples. The rule about not scheduling visits on the morning of a transfer day works the other way round here, because the train is in the afternoon, and that is how it is written in the program.

Day 3 — Naples. A city's accounts

In the morning, Il Cartastorie, museum and historical archive of the Banco di Napoli, on via dei Tribunali: centuries of accounting records with the descriptions of the loans. The ticket desk closes an hour before the museum.

In the afternoon, Museo M. Cilento dal 1780, on the Riviera di Chiaia: a tailor's shop working since the eighteenth century that opened a museum inside its own business.

Day 4 — Gragnano. A name that belongs to a valley

In the morning, La Fabbrica della Pasta di Gragnano, with its own museum and its booking page. In the afternoon, Museo della Pasta Cuomo, on via Roma: a second player in the same chain in the same town, with different industrial decisions.

In the evening, a two-hour working session.

Day 5 — Salerno coast. The third answer

A day on the coast, with a three-hour guided working session comparing the productive fabric seen in Milan with the one seen between Naples and Gragnano. For this day the program handed over states the exact venue and the fallback plan in case the coast road is cut: it is a precaution of ours and we explain it on the **Seasons** page.

Day 6 — The work

A guided day in two blocks of three hours. Each team answers the three questions of the week in writing for one of the companies seen, and explains what would change if that same company were in Mexico.

Day 7 — Presentation and closing

In the morning, ten-minute presentations and discussion. In the afternoon, closing and handover of the certificate of participation.

What you visit

03

Place	What it is	Status
Collezione Branca , Milan	Company museum inside a working distillery	On request
ADI Design Museum or Lavazza Museum	Company museum with a public booking channel	Bookable
Il Cartastorie , Naples	Banking museum and historical archive	On request
Museo M. Cilento dal 1780 , Naples	Museum inside a tailor's shop working since 1780	On request
La Fabbrica della Pasta di Gragnano	Pasta factory with its own museum and booking page	On request

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

04

The day on the coast **does not include entry into a working ceramics factory**: the operator a group would expect publishes no booking channel for groups, so we do not name it and we do not promise it. The fifth day is a working day at a venue stated in the program, not an industrial visit, and we would rather write it than let it be guessed from the title.

What is included and what is not

05

Included: admissions and visits to the confirmed sites, the booking and coordination with whoever receives the group, the guided working sessions totalling thirteen 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, the Milan-Naples train and local transfers, lodging, meals, personal travel insurance.

The season, and why

06

You travel **from March to June and from September to October**.

In January it is not sold, and the reason is not the cold in Milan but the coastal part: in winter a large share of the coast's businesses are closed and the state road that connects the towns can stay cut for days after a landslide. For a group with a return flight already bought it is an operational risk, not a nuisance.

August is out: closures in the north and a crowded coast in the south.

The reason, month by month, is on the **Seasons** page.

Logistics and capacity

07

The Milan-Naples transfer takes half a day on the high-speed train. Gragnano is some forty kilometers from Naples and the coast is reached by road: the last three days are calculated by time and not by kilometers.

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 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**

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09

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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
Monday to Friday 9–18 CET		Locations
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