

Experiences › Italy › 4 days › Milan, Turin, Florence

EXPERIENCE

Three ways to be in the market

Four days and three cities to set side by side three companies that sell well and have nothing in common: an industry, a craft workshop and a design system. At the end they are compared, with the numbers of each one.

Fact sheet

01

DAYS	4
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CITIES	Milan, Turin, Florence
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RECOMMENDED SEASON	8 January to the end of 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
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SCHENGEN DAYS USED	4 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. Design as a system, not as taste

In the morning, the ADI Design Museum, in Piazza Compasso d'Oro. Inside is the Compasso d'Oro collection, that is to say the prize with which a country decided, year after year since 1954, what was design and what was not. You do not look at the beauty of the objects: you look at who chose them and on what criteria. The museum closes on Fridays and this route never starts on a Thursday.

In the afternoon, a two-hour working session. Each team takes a prize-winning object and reconstructs the chain behind it: who designed it, who produced it, who sold it, who earned the most.

Day 2 — Turin. An agricultural raw material that becomes a name

In the morning, the Lavazza Museum, inside the group's headquarters. The route starts in the 1895 Turin shop and reaches the campaigns that made the brand recognizable in countries where coffee is drunk a different way. You go in with a booking, as a group.

In the afternoon, MAUTO, the National Automobile Museum. It is the way a city that built cars for a century tells its own story now that it builds fewer. You work on the shift from the combustion engine to the electric one.

In the evening, transfer by train towards Florence.

Day 3 — Florence. A manual craft with a profit and loss account

In the morning, Scuola del Cuoio, inside the Santa Croce complex. It is not a demonstration for tourists: it is a school that has trained leather craftspeople since the postwar years and that sells what it produces. You see the workshop and you talk about costs, times and the training of the people who work there.

In the afternoon, a second two-hour working session on the subject of the day: how much it costs to train a person in a craft and over how many years that investment is

recovered.

Day 4 — The comparison

In the morning, team work. The three companies seen are set out in three columns: what they sell, to whom, at what stated margin, with how many people, and what would happen to each of them if their market disappeared tomorrow.

In the afternoon, eight-minute presentations in front of everyone, discussion and closing.

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	Bookable
MAUTO — National Automobile Museum , Turin	National museum, booking compulsory above 10 people	Bookable
Scuola del Cuio , Florence	Working leather school and workshop, visit for groups	Bookable
Museo Officina della Scrittura , Turin	Company museum of Aurora Penne, inside the historic plant	On request
Fondazione Pirelli , Milan	Historical company archive, open by appointment	On request

None of these sites is a visit to a production line: they are company museums, archives and a working craft workshop, and that is what we say.

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, three guided working sessions totalling six hours, the working 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 the three cities, lodging, meals, urban transport, personal travel insurance.

The season, and why

05

It is **the only long Italian experience in the catalog that holds up in January**, and the reason is simple: three business cities and every site indoors. It starts **from 8 January** and not before, because Italian companies reopen after 6 January and in the first week of the year the museum is open and there is nobody to talk to.

August is avoided: the cities empty out and several sites cut their opening hours.

The window we recommend to the university channel is still **February-April**, because it is the period when all the Italian experiences in the catalog work together, if the group wants to combine more than one. The reason, month by month, is on the **Seasons** page.

Logistics and capacity

06

The three cities are connected by high-speed train and the journey between them fits into half a day; no transfer requires a private coach. The Lavazza Museum takes groups of 15 to 26 participants, MAUTO requires a booking above ten people and the Scuola del Cuoio takes up to 20. 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.

Cover

07

The program includes an accident and public liability policy for the whole stay. The sums insured, the insurer, the policy number and the list of what is not covered are published in figures once it is taken out and are attached to the contract, with the same clarity. 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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08

The Italy that sells abroad (7 days) · Design as an industry, not as taste (2 days, Milan) · The product before the product (2 days, Turin)

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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
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