

Press release

MONDADORI LAUNCHES “EXPO CITY EVENTS”

AN EXCLUSIVE PROGRAMME OF EVENTS DURING THE UNIVERSAL EXPOSITION

Four thematic itineraries dedicated to Design, Food, Fashion & Beauty and Culture& Innovation

Each month a full guide, in Italian and English, to all the events you mustn't miss

Segrate, 5 May 2015 – On the occasion of the Universal Exposition Mondadori is launching "**Expo City Events**", an exclusive programme highlighting all of the unmissable events in Milan from May to October 2015.

Produced also thanks to the support of Expo in Città, for 6 months “Expo City Events” will help both Italian and foreign visitors to discover the very best of Milan: a unique project with which the Mondadori Group will enable visitors to the city during Expo Milano 2015 to discover the many places, often unknown, where the excellence of the Milanese business system and Made in Italy flourish.

“Expo City Events” will feature a rich collection of activities, ranging from culture to entertainment, and including openings, exhibitions, events, show-cooking and encounters with personalities from the worlds of the arts, design and food, and organised in show-rooms, museums, as well as historical locations and sites across the city. All organised in **four thematic itineraries** dedicated to the best of Made in Italy: *Design, Food, Fashion & Beauty and Culture&Innovation*.

DESIGN

The excitement of the Milan Design Week has only just ended but creatives and companies have not dimmed the lights of their studios and showrooms and continue to work with passion and commitment on innovative ideas and projects. This is why the magazine **INTERNI** has launched, in the context of “Expo City Events”, and in cooperation with the City of Milan, an initiative called **Design Meets Food. Milano Meets the World**, an itinerary around the flagship stores and furniture showrooms that, for the occasion, have been transformed into places for encounters and performance against a backdrop of the excellence of Italian design and its gastronomic culture.

Participating in the INTERNI itinerary are: Meritalia, B&B Italia, Molteni&C Dada, FAB Architectural Bureau, Giorgetti, Modulnova, Zanotta, Scavolini, Berloni, Surcanapè, Poliform and Varenna, Del Tongo, Flexform, Villeroy&Boch, Arper, Poltrona Frau, Arclinea and Kitchen Aid.

FOOD

Cooking is the principal protagonist of the “food” itinerary of “Expo City Events”, an exciting combination of good food and lifestyle. In fact, Milan is full of places committed to great food, with a vast range of opportunities also for those who want to learn about gastronomy. For enthusiasts and aspiring gourmets, “Expo City Events”, in collaboration with Philips, has organised courses at the **Sale&Pepe New Cookery School**. Based on the experience of the cooking magazine of the same name, the school, located inside Ca’puccino in Piazza Diaz 5, offer a varied programme of events featuring leading chefs with courses for adults as well as children: a place where tastes meet, talents can express themselves and a passion for cooking can be shared.

FASHION & BEAUTY

“Expo City Events” will also cover fashion with a collection of events focusing on *Fashion & Beauty*. There is, as everyone knows, an indissoluble link between Milan and fashion that has created an industry that around the world represents the very best of Milanese business. Among the events on the programme, in June, “Icon Night”, an evening organised by the magazine *Icon* in collaboration with Philips.

CULTURE & INNOVATION

“Expo City Events” is also culture and innovation, and the programme will, of course, also include thematic itineraries dedicated to contemporary art with events at city’s the leading galleries, guided tours of architectural sites and historic buildings aimed at highlighting Milan’s artistic and cultural heritage alongside the important exhibitions that are already in the *Expo in Città* programme, *Myth and Nature. From Greece to Pompei* (from 31 July) and *Giotto, l’Italia* (from 2 September), both organised and produced by the City of Milan – Palazzo Reale with Electa.

“Expo City Events Guide”: a guide, a web site and an app

All of the events and the thematic itineraries will come together each month in the “**Expo City Events Guide**”, an indispensable free guide, available in Italian and English, published by Electa and designed by Left Loft.

300,000 copies of the first five issues of “Expo City Events Guide” will be distributed to over 110 places around the city: locations and showrooms involved, Mondadori bookshops, the official Expo bookshop, the bookshops at the Palazzo Reale, Museo del ’900 and the Triennale di Milano, Eataly, leading hotels, contemporary art galleries, restaurants and other locations.

The guide is also available in a digital version from www.expocityevents.it and a free “Expo City Events” app will shortly be available on iTunes and Google Play.

Three indispensable tools to keep you up to date on the places, dates and times of all of the best events in Milan during the Universal Exposition.

“Expo City Events” has been developed by Mondadori and Mediamond, that has also developed activities involving advertising clients.

The project also foresees the involvement of the Mondadori Group companies: Electa, Kiver and Cemit.

Organisational support for events by Advertteam.

“Expo City Events” has been developed thanks to the collaboration of Philips and Saeco.

Food partner: Pellini Top.

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