

MILAN, ITALY: A CITY ON THE MOVE

THE HEART OF FASHION,
EVENTS, SPORTS AND CULTURE, WITH A FOCUS ON
INNOVATION, TECHNOLOGY, DESIGN AND MOBILITY

A City Rich in Culture & History

Situated in Northern Italy, Milan is the second largest city and the capital of Lombardy. As of 2011, the metropolitan area contains a population of eight million; the current socio-economic make up is composed of Italian nationals as well as international residents. Milan's economy enjoys the success of fashion, manufacturing, banking and tourism, as well as the medical industry. Dating as far back as 400 BC, the city has a rich history filled with cultural and political accomplishments.

Because of its geographic location on the European continent, Milan is able to provide access for multinational workers to its many industries. During the post-war economic boom of the 1950's, Milan saw its population swell from 1.3 million to close to 2 million by 1967. Milan experienced a second wave in the 1970's of foreign-born immigrants. At the beginning of the 1990s, Milan already had a population of foreign-born residents of approximately 58,000 (4% of the then population), that rose rapidly to over 117,000 by the end of the decade (about 9% of the total). Milan is also home to the oldest and largest Chinese community in Italy, with almost 21,000 people in 2011.

The Economic & Financial Heart of Italy

Considered the economic and financial heart of Italy, Milan is home to the country's main banking groups and over 40 foreign banks. The Associazione Bancaria Italiana represents the Italian banking system and the Milan Stock Exchange, both located in the city. Milan is a major world fashion centre, where the industry can count on 12,000 companies, 800 show rooms, and 6,000 sales outlets with brands such as Armani, Versace, Prada, Gucci and Valentino headquartered there. Four weeks a year are dedicated to top shows and other fashion events within the city. Milan is also an



MILAN, ITALY FACTS & FIGURES

important manufacturing centre, especially for the automotive industry, with companies such as Alfa Romeo and Pirelli having a significant presence in the city. Other important products made in Milan include chemicals, machinery, pharmaceuticals and plastics. Milan generates approximately 9% of the national GDP while the economy of the Lombardy region generates approximately 20% of the Italy's GDP.

Milan Tourism Renewed

Milan's tourism industry is participating in a massive urban renewal project. FieraMilano SpA, Milan's primary trade fair organizer and owner of the fairground known as "FieraMilanoCity," has reconstructed the historic fair ground into the newly formed CityLife district. The new trade exhibition centre, Fiera Milano Congressi, built in the north-western suburb of Rho and inaugurated in April 2005, is one of the largest exhibition centres in the world. Along with



CityLife, many other construction projects are under way to rehabilitate disused industrial areas. Several famous architects have taken part in the project, such as Renzo Piano, Norman Foster, Zaha Hadid, Massimiliano Fuksas and Daniel Libeskind.

Achievements in Art & History

Milan boasts a vast collection of commissioned art by some of the most influential Italian families of the last millennia. Under commission by the 15th century Duke of Milan, Ludovico il Moro, Leonardo da Vinci produced the Renaissance masterpiece, "The Last Supper," which is housed at the Santa Maria delle Grazie.



MILAN, ITALY: RICH IN TRADE & CULTURE

Artistic achievements continued to flourish in Milan. Milan's most influential Baroque artist Caravaggio (born Michelangelo Merisi in Lombardy province) trained as a painter in Milan until moving to Rome. "Supper at Emmaus" by Caravaggio can be viewed at the Academy of Fine Arts of Brera Gallery. Works by Italian painters such as Raphael, Giovanni Bellini, Andrea Mantegna, Umberto Boccioni, Titian, Guido Cagnacci and Tintoretto are also housed at the Brera Gallery. Examples of the brief but influential Futurist movement can be seen at the Museo del Novecento at the Piazza del Duomo. One of the most notable pieces of the Futurist collection, Unique Forms of Continuity by Umberto Boccioni, is housed at the museum overlooking Duomo Square.



The Heart of Europe & Its Culture

As the gateway to Southern Italy, Milan offers a vast history of achievements in trade and culture throughout the ages. Initially a Celtic settlement dating back to 400 BC, the city of Milan was captured by the Romans in 222 BC. In February of 313, Emperor Constantine met with Augustus Licinius, in Milan, where they developed the Edict of Milan. The edict stated that Christians should be allowed to follow the faith without oppression. In years to follow Milan would pass through the hands of many invading tribes, influential families and distant kingdoms. Milan was at one time a duchy of France (1499), Spain (1559) and Austria (1714), ultimately joining the Kingdom of Italy in 1861.

