

'MILANO XL – A Celebration of Italian Creativity' kicks off, running from 16 to 26 September 2017

*Seven spectacular installations in Milan city centre celebrate
Italy's world-class expertise during the fashion week*

Milan, 18 July 2017 – This morning, the event **MILANO XL – A Celebration of Italian Creativity** was presented in the Sala Alessi of Palazzo Marino (Milan's city hall). The innovative and engaging project will liven up the streets and squares of Milan **from 16 to 26 September 2017, during the fashion week.**

Milan's Mayor **Giuseppe Sala** described the contents of the initiative to the media and industry players with Italy's Deputy Minister of the Economic Development **Ivan Scalfarotto**, Milan's Councillor for Productive Activities, Commerce, Fashion and Design **Cristina Tajani**, the Chairman of Altagamma **Andrea Illy**, the Vice President of Confindustria for Internationalisation **Licia Mattioli**, and the Chairman of the ICE - Italian Trade Agency **Michele Scannavini**.

Under an agreement between **Italy's Ministry of Economic Development** and the **Municipality of Milan, Confindustria** and **Altagamma Foundation** agreed to promote, together with **ICE-Italian Trade Agency**, a project that will turn Milan into a stage for the stories of the world-class production chains that make Italian products unique.

Through **seven massive**, powerfully evocative **installations** across the city, Altagamma Foundation and Confindustria, along with industry-leading organisations – Anfao with Mido (eyewear), Cosmetica Italia with Cosmoprof (cosmetics), Federorafai (jewellery), Milano Unica (textiles) with its long-standing partner SMI, Unic with Lineapelle (tanning) and Fiera Milano with Sì Sposaitalia Collezioni (bridal fashion) – will raise the public's awareness about the creativity and know-how of Italian manufacturing, which creates high-end and internationally recognised products.

Under the artistic direction of **Davide Rampello** and with the scenic design by **Margherita Palli**, **Milano XL – A Celebration of Italian Creativity** will allow the residents of Milan and their guests to experience Creativity as a source of delight in the name of Italy's world-class quality.

*“Milano XL – A Celebration of Italian Creativity is most importantly a great occasion for telling in a comprehensive way the story of Italy's excellence and creativity” says **Davide Rampello**, the project's **Artistic Director**. “It will be a true festival – we called it this way to stress the values of inclusion, participation and sharing – in which everyone is invited to learn about and acknowledge the boundless creativity of Milan and Italy. Excellence and creativity are the hallmarks of the Italian character across the world: with this project, we want to celebrate them not only in terms of contents, by involving outstanding industries, but also, and most importantly, in terms of form, because the installations are made with the help of well-known artists and artisans”.*



Italy's Deputy Minister of the Economic Development Ivan Scalfarotto says: *“Milano XL will be not only a celebration of Italian elegance and an amazing opportunity for our businesses, but also a highly strategic project. Culture and creativity are values that characterise our identity and represent the foundations of Italy's growth, the true ‘driver’ of our economy; the industries that will be featured in September's event in Milan – through trade fairs, shows, installations, and other initiatives – generate over 104 billion euros in turnover, of which 64 billion euros abroad, and employ more than 600,000 people at 70,000 companies throughout the production chain.*

In a sense, this is also a historical and world-first project. For the first time, we are seamlessly bringing together all parts of the beauty and excellence of Italy's know-how: from fashion to jewellery, cosmetics, accessories, eyewear, and textiles – celebrating the culture, expertise, creativity and technical skills that only we Italians have and that strongly contribute to our country's international image.”

“This is a project that brings together institutions and industry players in promoting the massive manufacturing heritage made of craftsmanship, production and creativity that makes Italian products stand out across the globe” says **Cristina Tajani, Milan's Councillor for Labour Policies, Productive Activities, Commerce, Fashion and Design**, adding: *“These installations celebrate not only the culture of beauty, but also, and most importantly, the fashion industry, which actively contributes to the productive and economic growth of the city and the entire country: just consider that the economic impact of the Milan Fashion Week alone is approximately 50 million euros”.*

*“Confindustria and the other partners involved have enthusiastically backed this project, which promotes Italy's world-class production chains in industries that are key to our economy. This is a significant example of how we can represent our industries more effectively, including at an international level and to protect Italian products – explains **Licia Mattioli, the Vice President of Confindustria for Internationalisation** – a one-of-a-kind experience promoting Italian manufacturing, which is made of master artisans as well as small- and medium-companies and has knowledge, expertise, creativity and skills that are the world's envy”.*

“Italy boasts the longest, richest and most diverse manufacturing and artisan tradition in the world” stresses **Altagamma Chairman Andrea Illy**. *“We must protect and promote this immense wealth. The installation in Via Montenapoleone, managed by Altagamma, will engage residents, visitors and fashion week attendees with an amazing story told through 9 films about the roots of the know-how that has always characterised the beauty of Italy's cultural and creative industry”.*

*“We are happy to support “Milano XL” due to its importance as a large collective effort – says **ICE Chairman Michele Scannavini**. “Through impactful installations and events, we want to give visitors a unique look at the journey that, starting with the high-quality raw materials sourced in Italy, brings world-class Italian products to the shop windows of the global capitals of glamour. Exports already account for 60% of the sales of our Fashion firms, and the data for the first few months of this year suggests continued growth. We are committed to supporting this growth in order to make our products increasingly admired and coveted across the world”.*



Where:

1. *La Biblioteca dei Tessuti (The Library of Textiles)*, Palazzo della Ragioneria, Milano Unica together with its long-standing partner SMI
2. *Il Salotto delle Gioie (The Parlor of Jewels)*, Galleria Vittorio Emanuele, Federorafi
3. *Il Cosmo della Bellezza (The Cosmos of Beauty)*, La Rinascente Building, Cosmetica Italia with Cosmoprof
4. *Vestire il Volto (Dressing the Face)*, Piazza San Carlo, Anfao with Mido
5. *L'Ultimo Dono (Last Gift)*, Piazza Croce Rossa, Unic with Lineapelle
6. *Dalla Bottega alla Vetrina, Il Cinema delle Arti e dei Mestieri (From the Workshop to the Showcase, the Cinema of Arts&Crafts)*, Via Montenapoleone, Altagama Foundation
7. *Trionfo d'amore (Triumph of love)*, Castello Sforzesco – Piazza d'Armi, Fiera Milano with Sì Sposaitalia Collezioni

When: from 16 to 26 September 2017**Partners:** Municipality of Milan, Italy's Ministry of Economic Development, Altagama Foundation, Confindustria, ICE – Italian Trade Agency**Conception and Artistic Direction:** Davide Rampello**Scenic Design:** Margherita Palli**Website:** www.milanoxl.com**Hashtag:** #MilanoXL**Press Office:***Attila&Co.*

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