



ITALY

MILAN
NOT ONLY
FASHION

©Alessandro Gandolfi
parallelozero



A girl looking at paintings in the Pinacoteca di Brera.

- ▶ Milan has always been the true economic capital of Italy
- ▶ Employment is increasing, in particular in sectors such as craftsmanship and sustainability
- ▶ Among the top destinations in Europe for professionals escaping Brexit
- ▶ Per-square-metre prices are constantly on the rise everywhere
- ▶ The number of tourists continues to increase; 2019 is also the 500th anniversary of the death of Leonardo da Vinci



Waiting for a fashion show near the Cathedral during the fashion week.



Inside the Fondazione Prada.



Chef Matteo Torretta pictured in his restaurant, Asola, at the last floor of the palace located in Via Durini, 28.



A worshipper praying in the Orthodox church of Santi Sergio, Serafino e Vincenzo Martire.

The true avant-garde of Italy, Milan is bursting with energy and welcoming of everyone

Milan is the real avant-garde of Italy, the rapper Marracash once sang. Which is to say: creative energy, culture, and the desire for social interaction, but also capital, investment, and urban renewal. A city that, four years after the Expo, continues to grow and to be “a revitalized city that welcomes the world” (*New York Times*). It is open to tourists, who are opting to visit with ever more frequency because of its discrete beauty and a number of museums that rivals anything in the rest of Europe (it is second after only Rome and Paris).

And it has always been open to workers, who here – in the New York of Italy, the true economic capital – come in droves from all over the peninsula to realize their dreams, in the fields of design, fashion, architecture, journalism, and business. The numbers agree: not only has the level of unemployment gone down since 2008, but employment in general has increased by five per cent, primarily in sectors such as craftsmanship, the digital world, and sustainability (the concentration of green companies led by young entrepreneurs is the highest in the country). Milan is above all a sought-after place to be: the city is among the top destinations for young professionals fleeing Brexit and looking for a place to live on the continent. If possible, to rent: no matter where you go here real estate prices are constantly on the rise.



The gardens of the Casa degli Atellani, where Leonardo da Vinci's famous vineyard can also be found.



Customers in the Spazio Marras, the atelier of stylist Antonio Marras located in Via Cola di Rienzo, 8.



Women shopping along Via Montenapoleone.



Milan, the Cathedral seen from a hall of the Museo del Novecento (Museum of Twentieth Century).



Chinese tourists taking photographs of the Duomo from the entrance to Galleria Vittorio Emanuele II.



Sempione Park, yoga practitioners from the Sundari yoga school.



A woman smoking in Piazza San Fedele, with the church of the same name in the background.



Businessmen having a coffee at the MIB restaurant, a few meters from Piazza Affari, home of the Italian Stock Exchange.



The view from Sempione Park with the Arena stadium and, in the background, the skyline of the Porta Nuova complex.



A young Chinese woman buying a metro ticket.



Inside the former Banca Commerciale Italiana a woman opens the vault, originally designed to be a safe and today a repository for the Intesa Sanpaolo's collections of contemporary art.



Two Chinese tourists having an ice cream along Via Manzoni.



Inside Eataly, held in the former Smeraldo theater.



A man before a wedding in the Basilica di Sant' Ambrogio.



A boxing match organized in the open spaces of Palazzo Lombardia.



The Milanese writer Gianni Biondillo photographed in an underpass on the multi-ethnic Via Padova, where he lives.



parallel o z e r o

PARALLELOZERO, VIA DONATELLO 19/A MILAN - INFO@PARALLELOZERO.COM - WWW.PARALLELOZERO.COM - +39 02 89281630