

## FOR “EXPO IN THE CITY” THE MUSEUM OF CULTURES OPENS WITH A PREVIEW OF THE SHOWS “WORLDS IN MILAN” AND “AFRICA”

On 27 March the Museum of Cultures - MUDEC opens its spaces with a preview to speak of the ancient ties Milan has with the Universal Expositions and the cultures of the world through two great shows, “Worlds in Milan” and “Africa”.

The two shows, occupying all the exhibition spaces of the Museum, have been thought up for the occasion of Expo Milan 2015 and promoted by the Municipality of Milan – Culture within the scheme of “Expo in the City” and produced by 24 ORE Cultura – Gruppo 24 Ore.

“Africa. The land of the spirits” (27 March – 30 August 2015) is a monumental show dedicated to the art of Africa from Medieval times to the present. With more than 200 items a pathway is offered of works of the cultural and religious tradition of the African continent that runs alongside the masterpieces known to western culture for their aesthetic value, explaining the symbolism and the importance in daily life of the peoples of darkest Africa. Through the halls of the show it will also therefore be possible to discover that **African art, wrongly defined as “primitive”, begins life in reality from an idea and formal traditions that are very precise**, in a manner that is not very different from what occurs in the ateliers of western artists and **the fact that the so-called savages produced art that could speak to the great masters of the avant-garde and so change the history of western art**, and that African art had actually been known and sought after for centuries and formed part of the collections of the greatest European courts. The works on show are then re-read within the culture of Africa of life, death, respect for ancestors and divination, explaining that through artistic artefacts the spirits of the earth and the wind are questioned and it is sought to placate the ineffable demons that threaten the life of men and animals.

“Worlds in Milan” (27 March - 19 July 2015) speaks to visitors of how the City welcomed and disseminated to the world at large the various non-European cultures over the course of its most important exhibitions events: from the shows of industrial art in the second half of the 1800s, conceived along the lines of the Universal Exhibitions, until they were reformulated in the Biennials and Triennials of the twenties and thirties of the 1900s. Open until mid-July, the pathway clarifies the **link there is between the heritage of the museum and the history of the Great International Exhibitions of the past**, but also intends to accompany visitors in **discovering the collectors’ taste that has been the second pillar of the patrimony of the civil museums** on the theme of Ethnographic Collections.

The **Ethnographic Collections of the Municipality of Milan** bring together more than 700 works of art, textiles, and tools from all continents and these can be dated back from 1200 BC to the early years of the 1900s; a collection that will be **already on view to**



**visitors in the storerooms of the MUDEC after the inauguration of the show thanks to guided tours. In the autumn, once the Expo is over, the museum pathway will be set up in the exhibition halls of the Museum with a selection from the Collections.**

Beginning from **an operation to recover industrial archaeology in the area of the former Ansaldo plant**, in the Tortona zone, the MUDEC, reinterprets the spaces that host it with blocks of squared off shape, clad in zinc and with a structure in crystal – lit around the clock – that “bursts” geometrically upon the building hosting it. The new space sets itself apart for its central hall with a free and organic form that generates **an inner courtyard, a covered piazza, a meeting place for cultures and communities.**

Within the building, various spaces open up that offer to the visitor and the city a **multiplicity of cultural offerings and services**, spread over 17,000 sq. mt.: halls of the museum collection and temporary exhibitions, auditoriums; the MUDEC Bistrot, the MUDEC Design Store, the MUDEC Restaurant, teaching classrooms, MUDEC Junior and car park.

**With its plurality of functions, the MUDEC seeks to become a reference point in the landscape of Italy for testimony, research and dissemination of the creativity and art of all continents.**

**MUDEC is innovative also in its management formula:** it is indeed the first Italian museum with governance **by public/private partnership**. The **Municipality of Milan fulfils the role of scientific management of the heritage, its cherishing and the coordination of activities of the City World Forum. 24 ORE Cultura – Gruppo 24 Ore is responsible for scheduling and realising the great shows of international breadth and the management of additional services of the MUDEC in the various spirits making it up.**

**The exhibition programme will be enriched by programming side events** that will complete the cultural offering. The offer will be rounded off with cafeteria and high quality restaurant services and the Junior Space, an area where children from 4 to 9 years of age can look more deeply into the theme of non-European cultures with creative and multimedia workshops. Finally, the spaces adjacent to the MUDEC, will be the site of the **MUDEC Academy** which will offer Full and Part Time Masters’ degrees in modules, interactive workshops, evening courses and Events, with special attention given to the sectors of excellences of Made in Italy such as Art & Tourism, Design Digital, Food & Wine and Fashion.

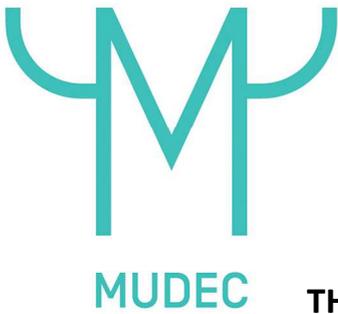
Material for press use: <http://bit.ly/Mudec>

**MUDEC – Museum of Cultures**

Milano, via Tortona 56

[www.MUDEC.it](http://www.MUDEC.it)

Telephone 02-54917



## THE MUDEC

The MUDEC started life as an operation of archaeological recovery in one of the most lively districts of Milan, the Tortona area.

The project for the Museum of Cultures originated in the 1990s when the Municipality of Milan acquired the former industrial area of Ansaldo to give it over to the cultural activities. The disused factories, which are true monuments of industrial archaeology, have been transformed into workshops, studies and new creative spaces. In this scenario the municipality of Milan is designing a multidisciplinary hub dedicated to the various testimonies and cultures of the world, an exhibition site for the Civic Ethnographic Collections.

The Museum of Cultures, conceived in a socio-economic context that was very different from now, has had to be rethought in the light of a complexity that was perhaps not to be imagined at the end of the 90s.

The intercultural vocation that runs through it today finds its expression in a design that is capable of meeting the call, which over the years has become more and more widespread, from a cultural public in a landscape that is in continuous transformation for museum institutions, their sustainability and their identity between scientific research, historical witness, interpretation of the present day and a vision of the future.

A visitor to the Museum of Cultures can visit great international shows proposed via diverse artistic languages, get to know the ethno-anthropological heritage of the collections of the Municipality of Milan which are made up of more than 7000 works of art, objects of use, textiles and musical instruments from every continent, take part in a schedule of events and initiatives curated by the international communities present locally.

The very architecture of the building mirrors the many spirits that dwell in the MUDEC. The building features blocks of squared off forms clad in zinc and a crystal structure – lit around the clock – that bursts geometrically upon the area hosting it and appears very different from the adjacent rooms. The MUDEC sets itself apart by its central hall in a free and organic shape which generates an internal courtyard with a characteristic “flower” shape, a covered piazza, a meeting place between cultures and communities.

Within the building various spaces are laid out that offer the visitor and the city a multiplicity of cultural proposals and services, spread over 17,000 sq. mt.

The ground floor is devoted to welcoming; it has a bistrot, a design store, ticket office, wardrobe, restoration workshop and storerooms set up for visits by small accompanied groups.

The exhibition area of the Museum, located on the first floor, is set around a large covered central piazza and hosts the section of the museum itinerary holding the works from the permanent collection and halls given over to the large temporary shows. The space is rounded out by the auditorium, a theatre that sits three hundred, devoted to performance and visual arts.



On the second floor on the other hand there is the MUDEC Club restaurant, which offers unseen glimpses over the building and the surrounding area and aims to be a container for events linked to the art-world: artistic performances, presentations, and workshops will be held in series over a yearly calendar and will stimulate the artistic spirit of this space. Finally, MUDEC Junior is the space specifically dedicated to children, where it is proposed bringing the younger ones closer to the diverse cultures of the world through activities of play, multimedia stations and manual workshops.

## GOVERNANCE

MUDEC displays a governance that is innovative with a management formula of public/private partnership and that brings together the Municipality of Milan and 24 ORE Cultura – Gruppo 24 Ore.

The partnership, which has been achieved through a selection by public tender procedure, is an important and pioneering solution that is capable of respecting the identity of the cultural hub and at the same time meeting demands of efficiency and sustainability.

Scientific management, preserving, cherishing of the heritage and coordination of activities of the Forum of Cultures are entrusted to the Municipality of Milan; 24 Ore Culture on the other hand deals with bringing about the large temporary shows and managing the services of hospitality and entertainment.

In this way a significant experience has been brought about – the first of its kind in Italy – of cooperation between a for-profit party and a not-for-profit one that, in addition to being founded upon sharing of know-how, generates a virtuous dynamic in cultural management and gives life in Milan to a new cultural hub that alongside the museum and temporary exhibition events offers a multiplicity of occasions for entertainment, from the bistro to the design store, from the restaurant to the public car park, from the teaching spaces to the auditorium, from the MUDEC Academy to the junior culture space.

## THE PERMANENT COLLECTION AND THE STOREROOMS

### **The permanent collection and the storerooms**

The civic ethnographic collections, the forming of which can be dated back to the 19<sup>th</sup> century, are the result of more than two hundred years of donations from missionaries, explorers, researchers and collectors of Milan.

The most ancient are the legacies to various Milan public bodies such as the Museo Patrio Archeologico in Brera and the Museo Artistico Municipale and the Museo di Storia Naturale, the most recent are those that have arrived with the achieving of the project for the Museum of Cultures. The heritage of the Civic Collections of Asia, Africa, America and Oceania as well as the heart of the Museum of Cultures, is made up of 7.000 items that cover an arc of time from 1200 BC to the 1900s.

The first systematic exhibitions of non-European works were set up at the Sforza Castle during the 20s and 30s of the 1900s. During the Second World War (1943) the ethnographic section inherited from the Natural History Museum and a number of oriental items were irreparably damaged but, immediately after the war, almost all the sections were enriched thanks to gifts and acquisitions. With the coming about of the project for a new museum site, numerous new donations were recorded, among which there were the ones from the Balzarotti and Fesce heirs, the ones from the physician Ado Lo Curto and deposits such as the Passaré and Fardella collections and a number of acquisitions, among these being, the Bassani collection of African art.

The entire heritage is accessible in the permanent setting and in visitable storerooms open to the public by appointment. These latter are located on the ground floor and structured following a criterion of a geographical kind. The works can be admired divided by contexts of provenance: Middle and Far East, South and Central America, Western And Central Africa, Southeast Asia and, finally, Oceania.

More than 1500 artefacts come from Japan from the Momoyama period (1573-1615) to the Meiji period (1868-1912). Porcelain, textiles and bronzes, suits of armour, lacquer-work, ivory and items closely tied to the Japanese tradition enable documentation to be carried out of the arts and culture of this country.

The hundreds of Chinese works are for the most part in terracotta and porcelain: the history of the use of these materials from the Tang period (618-906 AD) until the Ming period (1368-1644) (through the collection of celadon) can be traced as far as reaching the artefacts of the 1600s and production of *chine de commande* type, enormous dinner services made in China to western order.

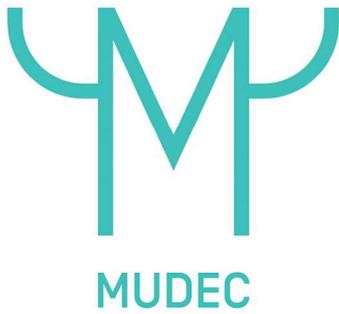
Another sizeable core item are the pre-Hispanic and Amerindian collections, the terracottas, textiles and artefacts in the most various of materials (feathers, seeds, ivories, woods, precious metals) bearing witness to the diverse output of the continent, from archaeological artefacts of the Mesoamerican and Andean area to modern ones from the Amazon.

The African works, whose fundamental core is made up of sculptures in wood from sub-Saharan Africa of the 19<sup>th</sup> and 20<sup>th</sup> centuries also include a sizeable number of objects of use collected in the field by travellers of the 1800s and a number of small statues in terracotta from the 9<sup>th</sup> – 16<sup>th</sup> centuries. This heritage, all together, offers an exhaustive picture of autochthonous cultures and the ritual and religious world of Western and Central Africa.

The Near East and Southeast Asia sections, set themselves apart for their textiles, ceramic finds and metal Ottoman and Persian artefacts; of great importance is the collection of carpets, datable from between the 16<sup>th</sup> and 19<sup>th</sup> centuries.

The Southeast Asia collection has a wide variety of items, materials and date types; it includes arms from the 1800s, textiles, Indian styled garments and ornamental items from the Solomon Islands. This is a collection that is growing continually thanks to the donations of missionaries and private collectors who, beginning with the bequest of the Pime-Pontifical Institution for Foreign Missions, have grown thanks to donations and deposits from Milan benefactors, and have enabled a broadening of the cultural framework of this vast geographic area to occur.

A significant core of musical instruments from all the cultures of the world completes the collection.



## WORKSHOPS AND TEACHING

The MUDEC, Museum of Culture, is a great occasion for permanent intercultural education for the entire territory of Lombardy and nationwide and – starting in October 2015 – it will have a space devoted exclusively to children: the **MUDEC JUNIOR**.

Thanks to partnership with the Tropen Museum Junior in Amsterdam, MUDEC Junior intends to make children curious and open vis-à-vis the various cultures, aiding them in growing as citizens of the world, tolerant and respectful.

MUDEC Junior will host innovative and always new shows, structured in such a way as to stimulate children mentally and emotionally by offering them total immersion in a culture that is different from their own.

This innovative and absorbing approach, which is based on learning by doing and an interactive exhibition route that is playful and experiential, makes use of a collection of hands-on items of material and contemporary culture, cultural expressions that form a part of an intangible heritage, real stories of persons belonging to the culture concerned and multidisciplinary activities and practices that involve all 5 senses.

The primary interest is to introduce children to the cultures that are contemporary to them in a real and authentic fashion, avoiding any kind of cliché and generalisation. For this purpose, the development of the exhibitions is the result of close and lasting cooperation with representatives of the peoples and cultures concerned and an in-depth search locally that leads to mutual understanding, dialogue and cultural exchange between Nations.

Alongside MUDEC Junior, the Museum of Cultures has broadened its offering with teaching workshops designed for the temporary shows that are held in the wide spaces for teaching on the first floor.

Additionally, visit-playtimes are foreseen for the smaller ones and for families, guided tours for every type of organised group, creative and expressive workshops, after-dark visits and occasions for cultural enjoyment for everyone, adults and children alike.

## THE MUSEUM OF CULTURES AND THE INTERNATIONAL COMMUNITIES IN MILAN

The Museum of Cultures aims to be a hub that is in constant dialogue with the international communities present in Milan, and able to intercept the plurality of the cultures of the city and return to it its complexity between scientific research, historical testimony and interpretations of the present.



To do this, the Municipality has signed with the Association Città Mondo a framework agreement intended to give substance to the intercultural nature of the space by means of the international communities actively participating in scheduling the activities of the Museum. For this purpose, the agreement foresees the granting in use of two spaces within the Museum:

- the “Organisational Activities Space” of 115 sq. mt., as an organisational site and location for meetings of the Working Parties of the Forum, which deal with many different matters (Women and Culture, Food, Urban Vegetable Gardens, Planetary Matters, Expo, etc.);
- the “Multiuse Space” of 137 sq. mt. that will become a creative workshop for carrying out cultural and exhibition activities in the various languages of art (music, visual arts, performances, etc.) open to the public and consistent with the aims of the Museum, including conferences, courses, workshops and intercultural meetings.

This space will be used on a shared basis with the players and will also host various activities approved by the scientific Management of the Museum.

The Association Città Mondo, which was founded in 2013, coordinates the activities of the Forum of City Works promoted by the Culture Departments since 2011 as a place of participation of more than 500 associations representing the numerous international communities present locally.

The Association is a second level body that currently includes 89 associations representing the various international communities, of which 20 are from the Americas, 23 from Africa, 25 from Europe and 12 from Asia and Oceania.

## SERVICES OF HOSPITALITY AND ENTERTAINMENT

The MUDEC sees itself as being a true citadel of culture and offers a series of additional services that enable visitors to enjoy the space throughout the day irrespective of the museum and exhibition activity going on.

**The library** of the MUDEC is dedicated to consulting and specialist study in the gathering and preserving of bibliographic material on art and ethnographic culture.

With a heritage of more than 4000 works and bibliographic funds available to the public by appointment, the Library of the Museum of Culture represents a reference point for research that is in continuous development thanks to bibliographic acquisitions and donations.

In parallel with scientific activity, the Library of the MUDEC offers teaching activity aimed at the young and children in cooperation with schools.

**MUDEC Bistrò** located on the ground floor of the building offers a cafeterias service and quickly served dishes for the needs of those who wish to take a quick lunch break or have an aperitif in a space that is unusual and of design.



**MUDEC Restaurant**, located on the third floor of the Museum, with a room that overlooks the former Ansaldo area and offers unseen glimpses over the MUDEC building, offers instead more of refined menus for those who wish to be in tranquillity in a refined and exclusive place.

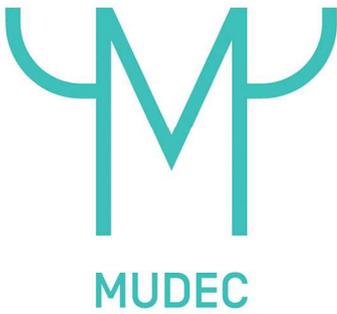
**The MUDEC Design Store**, on the ground floor with large outward looking windows, aims to be a reference point for trends in contemporary design. It draws inspiration from the permanent collections of the Museum of Cultures and in this regard has been conceived as a “Wunderkammer” collecting items that are new and spectacular and that appear to come from a fantastic repertoire. Items that are “Wonderful” from the whole world with the aim of sparking the curiosity of guests or visitors to the Museum. Iconographic repertoires drawn from nature and the animal world, new and ancient materials, artisanship and technology, in a cross fertilisation between recovery of traditions and new knowledge, masters of Design and emerging youngsters. Classics of Modern design will also be exhibited, even refined limited edition items. Jewellery, accessories, items for the home and the table, furnishings, books and music. Special new editions commissioned and made specifically to the MUDEC brand will not be missing.

**MUDEC Academy** a high level academy in the sectors of culture, art, fashion, design, food, tourism and digital originating in the experience of the 24ORE Business School and Events in cooperation with 24ORE Cultura. A network of internationally acknowledged lecturers journalists and testimonials for developing specialist and management skills.

**MUDEC Junior**, which will be active starting from October 2015, will be a space where innovative and ever new shows will be set up, structured so as to stimulate children mentally and emotionally by offering them total immersion in a culture that is different from their own. Achieved thanks to partnership with the Tropen Museum Junior of Amsterdam, MUDEC Junior will open with a show concerning the culture of Morocco.

The MUDEC also hosts **temporary bookshops** dedicated to the shows running and where catalogues, merchandising products and books dedicated to the theme dealt with in the exhibitions can be purchased. The bookshops will also offer unique design items, bijoux, accessories, articles for children (toys and books), souvenirs, that renew constantly drawing inspiration from the various *moods* of the shows hosted.

The bookshops are accessible from the outside even without a ticket and have the same opening hours as the shows



## **MUDEC ACADEMY**

Starting from May 2015 the 24ORE Business School and Events, in cooperation with 24ORE Cultura, is inaugurating the MUDEC Academy, an academy for high level training in the sectors of culture, art, fashion, design, food, tourism and digital. A network of internationally acknowledged lecturers, journalists and testimonials for developing specialist and management skills.

A model of success featuring an interactive method with multimedia laboratories, project work and international case histories.

24ORE Business School and Events has been present in the market place for education from more than 20 years with an offering in training that is increasingly innovative and differentiated, so as to meet the training needs of young people, new-graduates and the need for refreshing of managers and professionals for public and private enterprises.

The completeness of the offering finds a continuous source of innovation and updating in the newspapers, in specialist magazines, in books and products of digital publishing.

The scheduling of the initiatives draws on the meeting of experts and journalists, a dialogue with more than 1200 students and more than 6000 managers who every year attend the classrooms in Milan and Rome. A training offering of value on themes of current affairs, economics, finance and management and focusing on the various training needs of young managers and professionals.

The first initiatives in training being commenced:

### **Full time masters' with diploma and internship for young graduates**

#### **MASTER IN MANAGEMENT OF ART AND CULTURAL HERITAGE**

Milan 27 May 2015– 10 months (6 in class + 4 months internship)

A full-time masters' that trains professionals with an integrated and multidisciplinary vision on themes of management, economics, finance and organisation, marketing and communications. A corps of lecturers of great prestige thanks to the cooperation of Sole 24 ORE Cultura, Arteconomy and Il Sole 24 ORE Domenica.

Guided tours, auction houses and banking foundations, Study tour to Art Basel and ArteFiera Bologna.

#### **MASTERS IN DESIGN MANAGEMENT**

Milan 26 October 2015 – 8 months (4 months in class + 4 months internship)

Manage a project in a design oriented enterprise.

Project achieved in cooperation with the most important design and architecture practices, we develop skills in design, business and innovation with management and communications skills.

Guided tours at the time of the Furniture Salon and themed project work.



**Part-time specialisation pathways for managers and professionals**

**DIGITAL PROFESSIONAL SCHOOL**

Milan 27 May 2015 – 9 months (5 months in class + 4 months internship)

An innovative project for the most sought after professions in the work marketplace. Training for distinctive skills in the area of communication, web design, graphic solutions. Become a web designer, community manager, professional app developer, digital storyteller, professional blogger, seo and sem specialist, web analyst.

Additionally, from September 2015 new events inked to themes of Made in Italy. Visit the website [www.eventi.ilssole24ore.com](http://www.eventi.ilssole24ore.com)



## USEFUL INFORMATION

**Site** MUDEC – Museum of Cultures- via Tortona 56 - Milano

**Infoline** : 02.54917

**Bookings:** [www.ticket.it/MUDEC](http://www.ticket.it/MUDEC)

### Opening hours

#### SHOWS

MON 14.30-19.30 | TUES, WED, FRI, SUN 09.30-19.30 | THUR, SAT, 09.30-22.30

The ticket office service terminates one hour before closing

#### BISTROT

MON 14.30-19.30 | TUES, WED, FRI, SUN 07.00-19.30 | THUR, SAT, 07.00-22.30

#### MUDEC RESTAURANT

Every day 12.00-14.30 / 19.30-23.30

#### MUDEC DESIGN STORE

MON 14.30-19.30 | TUES, WED, FRI, SUN 09.30-19.30, | THUR, SAT 09.30-22.30

#### PAY CAR PARK

Every day 06.00-2.00

Hourly fee € 2,00

#### SPECIAL AND HOLIDAY OPENING

5 April Easter 09.30-19.30 | 6 April Easter Monday 09.30-19.30

25 April Independence day 09.30-22.30 | 1 May Workers day 09.30-19.30

2 June Republic day 09.30-19.30 | 15 August Ferragosto 09.30-22.30

1 November All Saints 09.30-19.30 | 7 December Saint Ambrose 09.30-19.30

8 December Immaculate Conception 09.30-19.30 | 25 December Christmas 09.30-14.30

26 December Boxing day 09.30-19.30 | 31 December New Year's Eve 09.30-14.30

## SINGLE TICKET FOR ACCESS TO THE MUSEUM

### SINGLE VISITOR

**€ 15.00** SINGLE ENTRY FULL PRICE with free audioguide

**€ 13.00** REDUCED PRICE SINGLE ENTRY with free audioguide

Visitors from 6 to 26 years, over 65s, bearers of handicaps, teachers, servicemen and women, security forces not on duty, holders of Municipality of Milan Museum Card, Coop members with ID card, holders of Rinascente Card, State Railways employees



**€ 7.00 SPECIAL REDUCED PRICE INDIVIDUAL ENTRY with free audioguide**  
Employees of Gruppo 24 ORE (any companions accompanying € 13,00), civil voluntary service people with id card, non-accredited journalists with ODG ID card, ATM employees with badge and season ticket holders who show the ID card at the ticket office with the wording “yearly season ticket” or alternatively the Carta Club card or receipt.

**GROUPS**

**€ 11.00** groups of minimum 15 and maximum 25 people  
1 free of charge for group leader

**SCHOOLS**

**€ 6.00** groups of students of all levels (maximum 25 people)  
2 free of charge for teacher group leaders

**FAMILY SPECIAL audioguide free of charge**

**€ 13.00 adult - € 7.00 child** 1 or 2 adults + children from 6 to 14 years

**COMPLIMENTARY audioguide free of charge**

Children under 6 years of age, tourist guides of Milan holding licensing ID card, ICOM holders, journalists with ODG ID card subject to accreditation, 1 companion for bearers of handicaps displaying need.

**EMPLOYEES OF THE MUNICIPALITY OF MILAN € 7.00** (any companion € 13.00)

**SPECIAL 2X1 FRECCIE TRENITALIA**

Showing the Cartafreccia card or ticket, in digital format or hard copy, by means of which Milan has been reached (on a date a maximum of five days prior to that of the visit) and paying full entry price, gives the right to a complimentary ticket for a companion for immediate entry to the show.

**ADVANCE SALES**

€ 2.00 individuals and groups

€ 1,00 schools

**GUIDED TOURS AND TEACHING WORKSHOPS  
FOR SCHOOLS, GROUPS, FAMILIES AND INDIVIDUAL VISITORS**

**AFRICA Show**

**€ 70.00** Play-visit for primary schools (1h)

**€ 83.00** Guided tour for secondary schools 1<sup>st</sup> and 2<sup>nd</sup> level (1h)  
Micro-phonng included

**€ 117.00** Guided tour for adult groups € 117.00  
Micro-phonng included



- € 60.00 Creative workshop for primary schools (45 mins.)
- € 60.00 Artistic workshop for 1<sup>st</sup> level secondary school
- € 6.00 per person Play-visit for families with children 6-10 years of age (1h)
- € 9.00 per person Guided tour for individual adults (1h)  
Micro-poning included

**Special activities AFRICA show:**

- € 6.00 per person Storytelling-visit AFTER DARK for individual adults (1h)
- € 10.00 per child Creative atelier AFRICA KIDS (1h 30 mins.) in teaching room  
For children 6-10 years of age

**WORLDS IN MILAN show**

- € 70.00 Play-visit for primary schools (1h)
- € 83.00 Guided tours for secondary schools 1<sup>st</sup> and 2<sup>nd</sup> level (1h)  
Micro-poning included
- € 117.00 Guided tour for adult groups € 117.00  
Micro-poning included
- € 6.00 per person Play-visit for families with children of 6-10 years of age (1h)
- € 9.00 per person Guided tour individual adults (1h)  
Micro-poning included

**PACKAGES FOR SCHOOLS AND GROUPS**

- € 110.00 Guided tour AFRICA+WORLDS for primary schools (1h and 30 min.)
- € 123.00 Guided tour AFRICA+WORLDS for secondary schools (1h and 30 mins.)  
Micro-poning included
- € 110.00 Visit+workshop PRIMARY SCHOOL (1h visit + 45 mins. workshop)
- € 130.00 Visit+workshop FIRST LEVEL SECONDARY SCHOOL (1h visit + 45 mins. workshop)

**GUIDED TOURS OF THE DEPOSITS OF THE EXTRA-EUROPEAN COLLECTIONS OF THE MUNICIPALITY OF MILAN**

Available by booking

**Groups:** € 110.00

**Individual visitors:** € 8.00 per person (minimum 15 people)

None of the rates for guided tours includes entry to the museum.

**MANDATORY MICROPHONE SYSTEM FOR GROUPS WITH OWN GUIDE**

€ 15.00 schools / € 30.00 groups



## HOW TO GET THERE

### UNDERGROUND

MM2 Porta Genova (800 metres) | MM2 Sant'Agostino (1300 metres)

### OVER GROUND

Bus/tram line 68 (Bergognone stop) 300 metres

Bus/tram line 90 / 91 (Delle Milizie stop) 450 metres

Bus/tram line 47 (Valenza stop)

Bus/tram line 74 (Valenza stop)

Bus/tram line 19 (Stazione [station] Genova stop)

Bus/tram line 2 (Colombo stop)

Bus/tram line 9 (Colombo stop)

Bus/tram line 14 (Solari/Stendhal stop) 350 metres

### BY TRAIN

**From Stazione Centrale and Stazione Garibaldi:** line 2 of the underground (green) towards Abbiategrasso/Assago Milano Forum. Get off at the Porta Genova stop. Use the stairs to cross the tracks and go along via Tortona.

### BY AIR

**From Linate airport:** Bus no. 73 (Airport-San Babila) and get off at the San Babila M1 stop, take the underground line 1 (red) towards Bisceglie/Rho Fiera Milano and get off at the Cadorna stop. Change to underground line 2 (towards Abbiategrasso/Assago Milano Forum (green) and get off at the P.ta Genova stop. Use the stairs to cross the tracks and go along via Tortona.

**From Malpensa airport:** take the Malpensa Express train (departures every 30 minutes) to the Cadorna F.N. station. Take underground line 2 towards Abbiategrasso/Assago Milano Forum (green) to the Porta Genova stop. Use the stairs to cross the tracks and go along via Tortona.

### BY CAR

**From the north:** from the SS 36 exit the motorway A4/Milano/Torino/Genova/Tangenziale Ovest. Take the slip road towards Milano/Viale Certosa/Fieramilanocity and enter the Laghi motorway. Go over the Ghisallo overpass and proceed along via Alcide De Gasperi. Turn right into Viale Renato Serra and continue to piazzale Lotto. Turn right into Viale Giovanni Migliara. At the roundabout take the third exit for Viale Murillo and go straight ahead. At the end of Viale Carlo Troya, turn left into via Tortona.

**From the south:** from the A1 MI-BO motorway, take the Tangenziale Ovest (E35) towards Genova/Torino/Varese, exit at Milano/Assago and get on to the A7 motorway. At the roundabout, take the second exit and enter via Spezia. Go straight on and at the roundabout take the second exit towards Viale Liguria. Go straight on towards Viale Cassala and piazzale delle Milizie. Turn left into via Tortona.



**From the west:** go straight on at the A7 MI-Genova motorway exit. At the roundabout take the second exit for via Spezia towards Milano/Viale Liguria. Go along via Cassala and piazzale delle Milizie. Turn left into via Tortona.

**From the east:** from the A8 MI-Laghi motorway, follow the signs for Milano/Viale Certosa/Centro/Fieramilanocity. Go over the Ghisallo overpass and continue along Viale Alcide De Gasperi. Turn right into Viale Renato Serra and continue as far as piazzale Lotto. Turn right into Viale Giovanni Migliara. At the roundabout take the third exit for Viale Murillo and go straight ahead. At the end of Viale Troya turn left into via Tortona.

## ONLINE

### WEBSITE

<http://www.mudec.it>

### Social network

FACEBOOK	/mudec.museodelleculture
TWITTER	@mudecmi
INSTAGRAM	@mudecmi
DEEZER	<a href="http://www.deezer.com/profile/678844611">http://www.deezer.com/profile/678844611</a>

**MATERIAL FOR PRESS USE:** <http://bit.ly/Mudec>

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## VISUAL IDENTITY

The alphabet and signs are the instruments by means of which the cultures of the whole world hand down their history. They bear witness to women and men, they are our history. The visual identity of the MUDEC, Museum of Cultures, designed by the FM milano practice has been built on the contaminations and grafts from all the cultures that make up the mosaic of the history of the world.

Beginning with the brand, the “M” zoomorphic initial letter of MUDEC and Museum, which recombines an infinite number of times with the accents, signs and peculiarities of the alphabets produced by every people. A horned “M” which changes appearance and reconfigures itself by being contaminated with the signs of the Indian alphabet, with the diacritic signs of the Arabic alphabet, with a number of parts of Japanese ideograms (see image: marchio.jpg and marchio\_innesti.jpg)

The design of icons that make up the signage of the MUDEC is a playful citation of rock paintings and Egyptian hieroglyphs, the dawn of civilisation (see image: segnaletica.jpg).

The use of visual coding is separate from the idea of modernist “formal purity”, the communications from MUDEC are set in a contemporary viewpoint where the concept of simultaneity between culture, grafting, prevails and is necessary for building something that is different, new. The colours used in the graphics from the FM milano practice for the MUDEC are the bright colours of peoples, the magenta of traditional Indian saris, sampled turquoise of the patterns of Quechua fabrics, the gold of Oman craftsmanship and jewellery, the violet of traditional Vietnamese dresses, colours that contrast with each other, often glaringly, that determine continuing tension and figurative vibrations.

The entire design of the visual identity of the MUDEC is a game of reflection and overlapping: this institutional campaign of the museum is a polychromatic kaleidoscope made up of items from the collections of the museum from the whole world and quotidian objects that represent the poly-functionality of the museum, going from workshops for children to a restaurant passing through the permanent collections, the visitable archives and temporary shows (see image: campagna.jpg)

The FM milano practice has worked right from the outset to construct a strong and characteristics identity, never a classical one, an identity that might settle in, become familiar through all communications channels of a poly-functional centre such as the MUDEC. In posters for shows the parties are mirrored, combined, multiplied, deformed and give life to a language that is well coordinated even though it is multiform. In commercials for the institution the tools coming from various countries and representatives of the various traditions, are pasted into an eclectic and multicultural motif (see commercial).



**MUDEC**

**MUDEC – MUNICIPALITY OF MILAN**

**Director Modern and Contemporary Art Hub**

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**Head Administration Office**

Eugenio Petz

**Conservators of Collections**

**Museum of Cultures – Former Ansaldo area**

Carolina Orsini

Iolanda Ratti

Omar Cucciniello

**Preservation Office, Loan Office**

Luciana Gerolami

Cristina Filippi

**Administration Office**

Elisa Errico

Eugenio Arcieri

**Technical Office**

Giuseppe Braga

**Secretariat**

Laura Tommencioni

Susi Silvestre

**Librarian**

Giulia Gaudiano

**Head of Communications Modern and Contemporary Art Hub**

Clementina Rizzi

**Press Office Municipality of Milan**

Elena Conenna



**MUDEC – 24 ORE Cultura**

**President**

Donatella Treu

**Managing Director**

Natalina Costa

**Head of MUDEC**

Simona Serini

**Head of MUDEC Infrastructure**

Luca Mascioni

**Head of Shows Office**

Francesca Biagioli

**Shows Office**

**Production and Organisation**

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Alberta Crestani

Silvia Iannelli

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