

Discovering Milano: there is more than you think!

Language

English

Course content

Milano is a fascinating city, but many of its beauties and aspects are hidden. The three meetings will allow you to deep-dive into the context of Milano and hopefully discover other features that the city has to offer.

The first meeting will be dedicated to Yes Milano and the theme of the diversity of the city. The second and the third one will be dedicated to Milan, as city of design and city of fashion. Lastly, the fourth meeting will be an outdoor visit to discover more about a pillar of the success of the city of Milano.

Faculty for the course

Piergiacomo Mion Dalle Carbonare. He is SDA Lecturer of the Government, Health and Non-Profit Division and Coordinator of the Master in Arts Management and Administration (MAMA) at SDA Bocconi School of Management. He is Assistant Director of the Master of Science in Economics and Management for Arts, Culture, Media and Entertainment (ACME) at Bocconi University where he also teaches courses related to Cultural Policies, Public Management and Territorial Marketing. He holds a PhD in Marketing from the University of Valencia. His research activities focus on public cultural policies, smart city and territorial marketing. He is the author of chapters and articles on the subject. He attended international conferences (AIMAC, EURAM) presenting researches on audience development and cultural policies. He conducted research projects on performance and evaluation system in the public sector at European level, strategic planning for cultural institutions and territorial development