

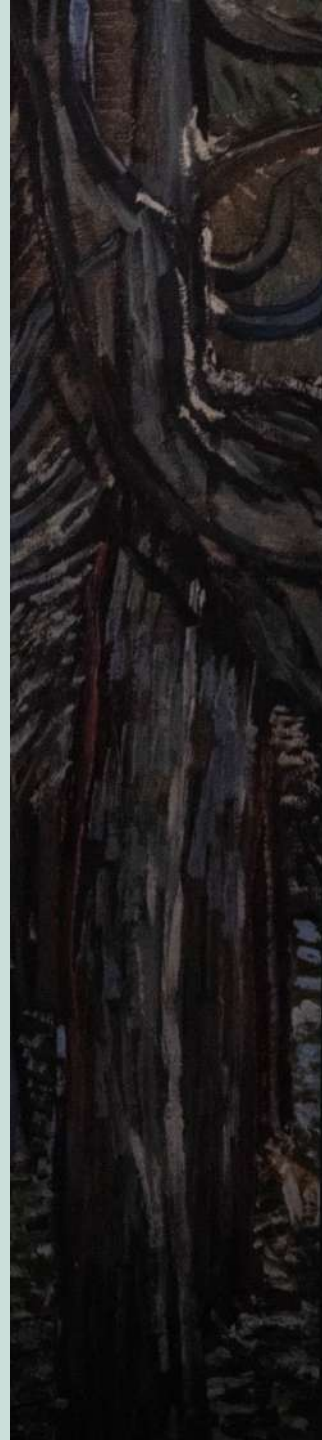
EVENTS MEDIA KIT

24 ORE CULTURA

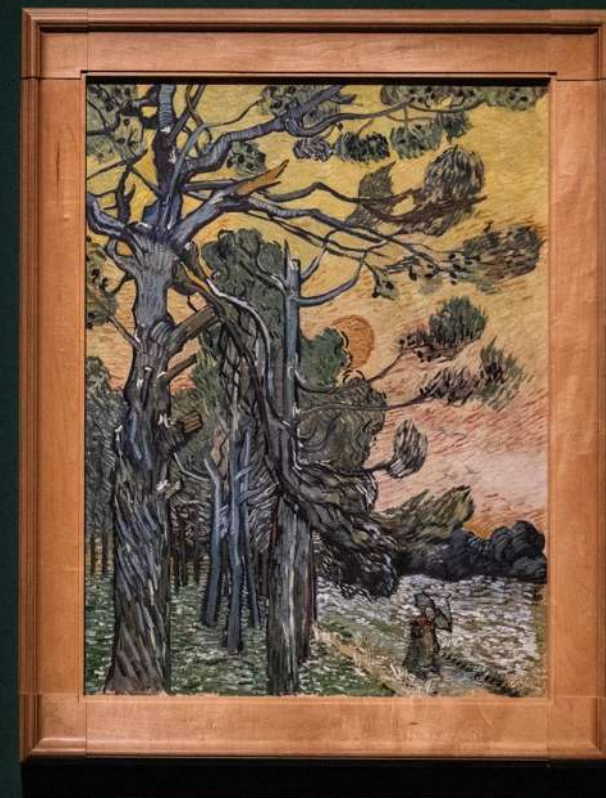
24 ORE Cultura is the company of GRUPPO 24 ORE, market leader in the conception and realization of art exhibitions and cultural projects.

In 20 years of activity, it has realized more than 250 exhibitions, thousands of events in Italy and abroad and published over 2500 titles of illustrated volumes.

Since 2015, he has been managing the **Mudec, Museum of Cultures**, according to an innovative model of public-prVATte governance with the City of Milan.



Small text block, likely a caption or description of the artwork, located below the large textured image.



Location | MUDEC, Museum of Cultures

The Museum of Cultures in Milan was born from the recovery of an industrial archaeology site, thanks to the intuition of the English designer **David Chipperfield**, who signed the architectural project.

Mudec is not only one of the most important museums of the city of Milan, **defined by the NY Times as one of the “must” places of the city**, but stands also as an **innovative cultural hub in continuous dialogue with the territory, the communities and their transformations**.

The Mudec is also an ideal location for holding **exclusive corporate events**.



Services

EXCLUSIVE AND
TAILOR-MADE
EXHIBITION VISITS

STANDING AND PLACÉE
DINNERS AND APERITIFS

Exclusive access to international exhibitions, meetings and workshops, catering, educational activities and thematic stores are just some of the services offered by 24 Ore Cultura for customers who choose the iconic spaces of the Mudec as a location for their event.

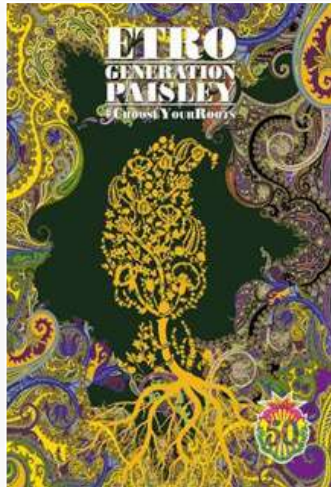
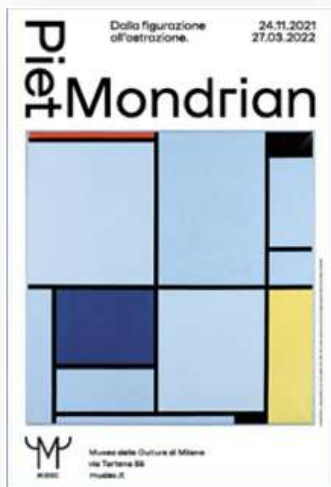
TEMPORARY STORE
AND COMMERCIAL ACTIVITIES

MEETING
AND CONFERENCES

CUSTOM
MERCHANDISING

WORKSHOP AND
CORPORATE
TEAM BUILDING

Exclusive guided tours



Exclusive guided tours

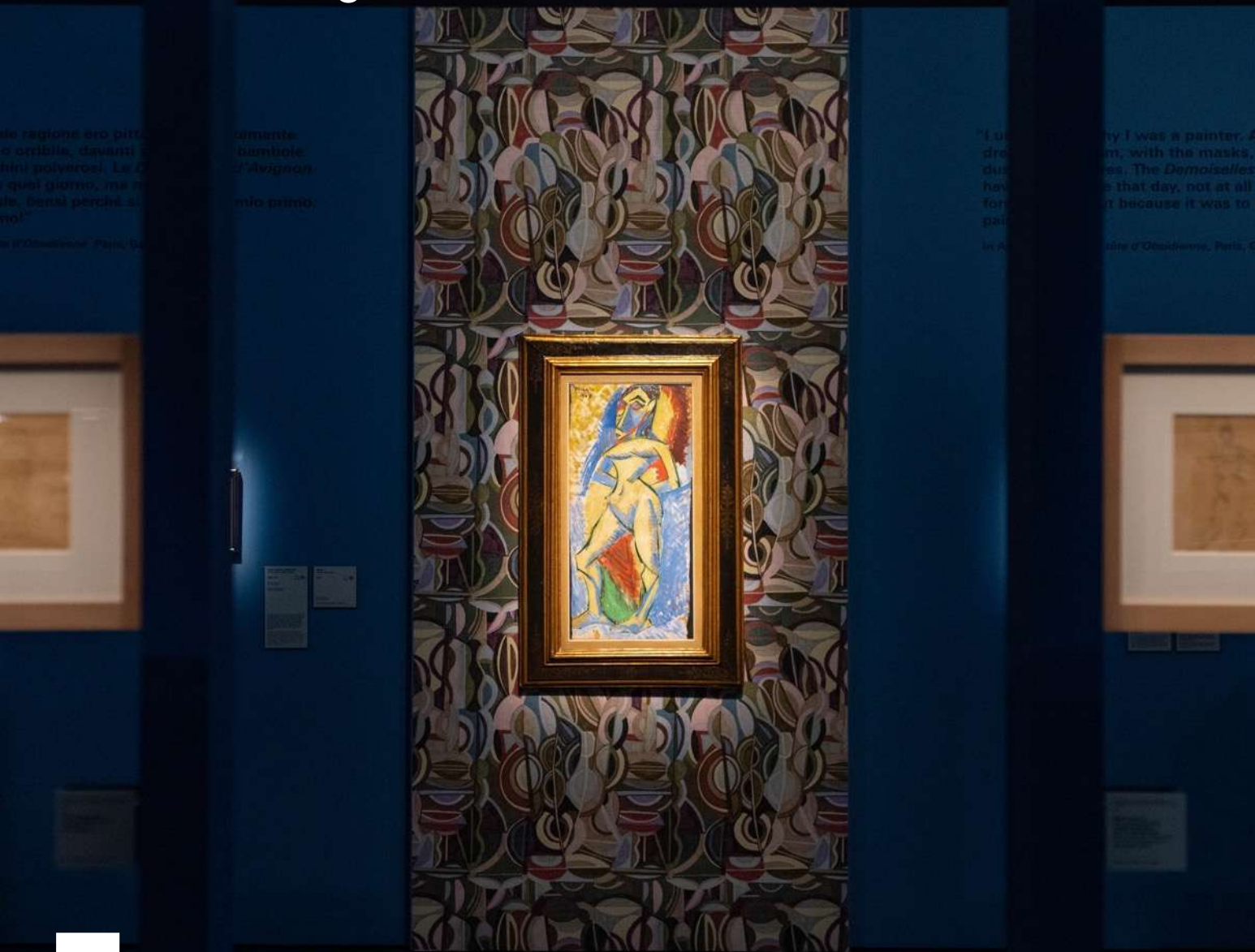
We offer the **exclusive experience** of visiting one of the ongoing exhibitions behind closed doors, after the Museum's closing hours.

The visit could take place in one of the following ways:

- **"Classic" tour:** Groups of 20-25 people are admitted at intervals of approximately 10-15 minutes, each accompanied by a guide.
- **"Key points" tour:** Guides are strategically positioned throughout the exhibition path and are available to share insights about the rooms and/or provide in-depth explanations. Guests are free to decide the duration and nature of their visit and experience.



Exclusive guided tours



Exclusive guided tours



Exclusive guided tours



Custom experience of the exclusive guided tour

Regarding exclusive visits, we can offer the possibility of a **tailor-made experience**, carefully designed to focus on the themes and insights that best meet the Client's needs.

In close collaboration with the Client, we can also develop training activities through **performative and experiential workshops** set within an artistic and cultural context, with the aim of fostering creativity, cooperation, and active participation.

24 ORE Cultura, in line with the exhibition program, organizes **bespoke Workshops and Team Building** activities tailored specifically for companies.

Additional costs may apply depending on the specific variations of the activities.



Gifts for the guests

For Clients who wish, the **exhibition Bookshop** and **Design Store** offer catalogs and exhibition merchandise that can serve as ideal **gifts** for event guests.

We also provide a gift **customization service**, including, for example, the creation of tailored bands, stickers, or bookmarks designed according to the Client's specific requests.

Single products will be quoted depending on the type of article chosen and/or the customisation required



Event spaces | NUVOLA

AREA: 286 mq

CAPACITY: 120 PP SAT DOWN (170 IF THE EXTERNAK RING IS OCCUPIED*), 300 STANDING

At the end of the central staircase made of black stone, the **Nuvola** (or **Agorà**) opens up a **fluid and luminous space** whose design welcomes and surrounds visitors, evoking the feeling of being inside a cloud.

A covered plaza that, during the Museum's opening hours, introduces visitors to the exhibition spaces, but after closing hours, lends itself to a **high level of customization** to meet the Client's specific needs.

This capacity may be reduced depending on the planned setup and whether access to the exhibition spaces is included for exclusive visits.

Event spaces | NUVOLA

EXTRA SERVICES (to be quoted ON TOP)

- Standing or seated **aperitifs and dinners**, exclusively curated by **Enrico Bartolini Catering**.
- **Customization of the space includes managing the lighting system** with lights in various colors, ParLed for ceiling illumination, and projections (e.g., projecting the company logo onto the ceiling, walls, etc.).
- **Audio system** available for customizable background music.

Event spaces | NUVOLA



Examples of placée set ups

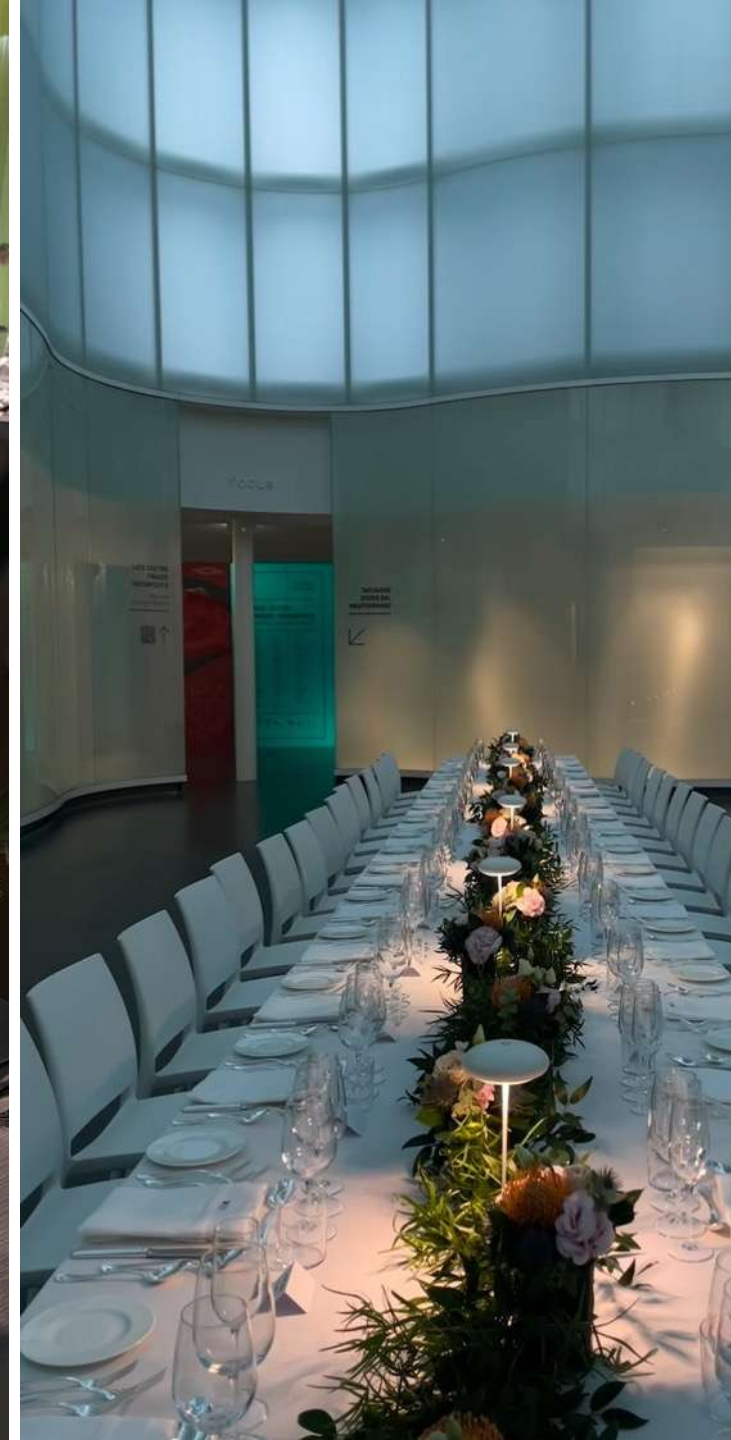
Event spaces | NUVOLA



Examples of placée set ups



Event spaces | NUVOLA



Examples of placée set ups

Event spaces | NUVOLA



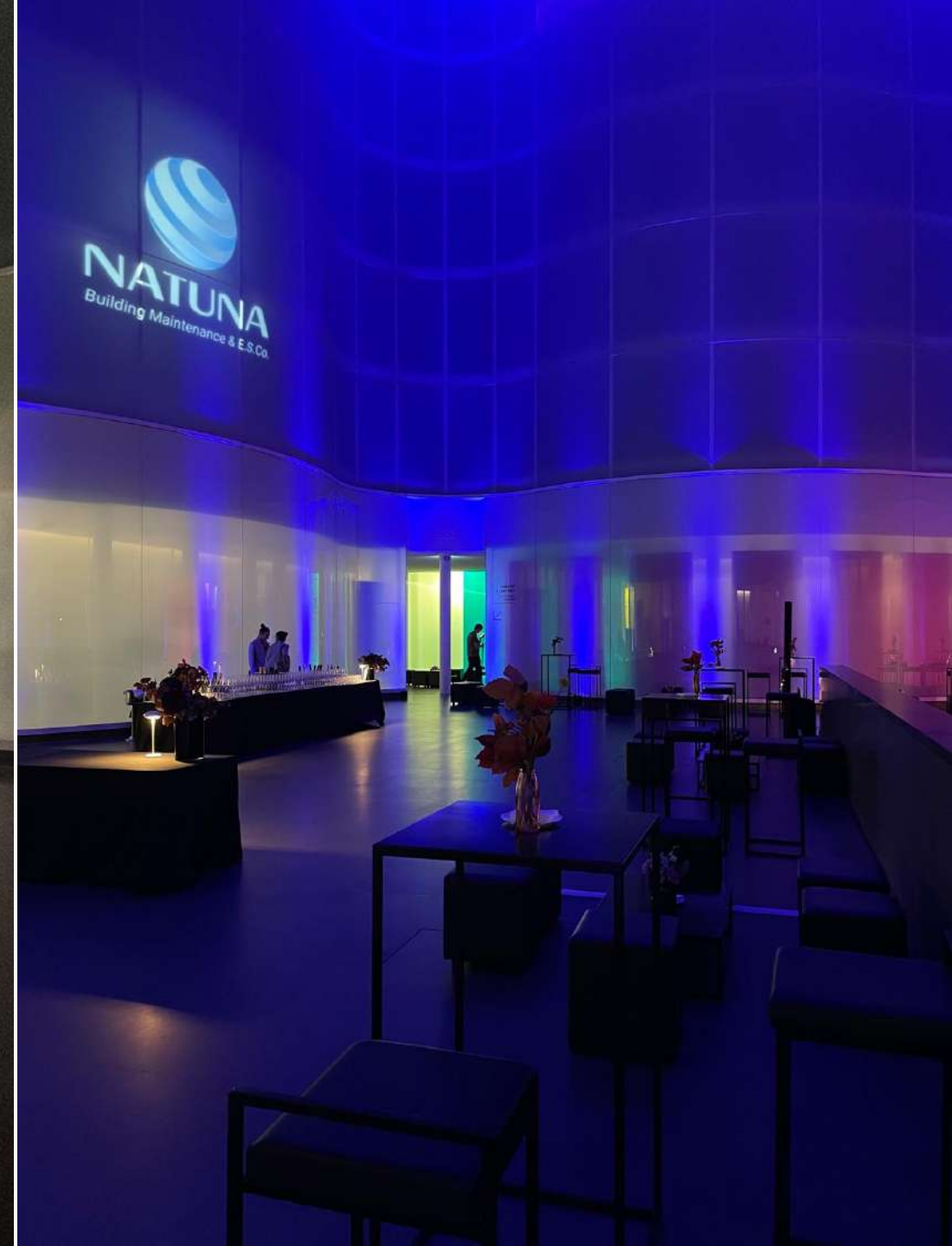
Examples of standing set ups



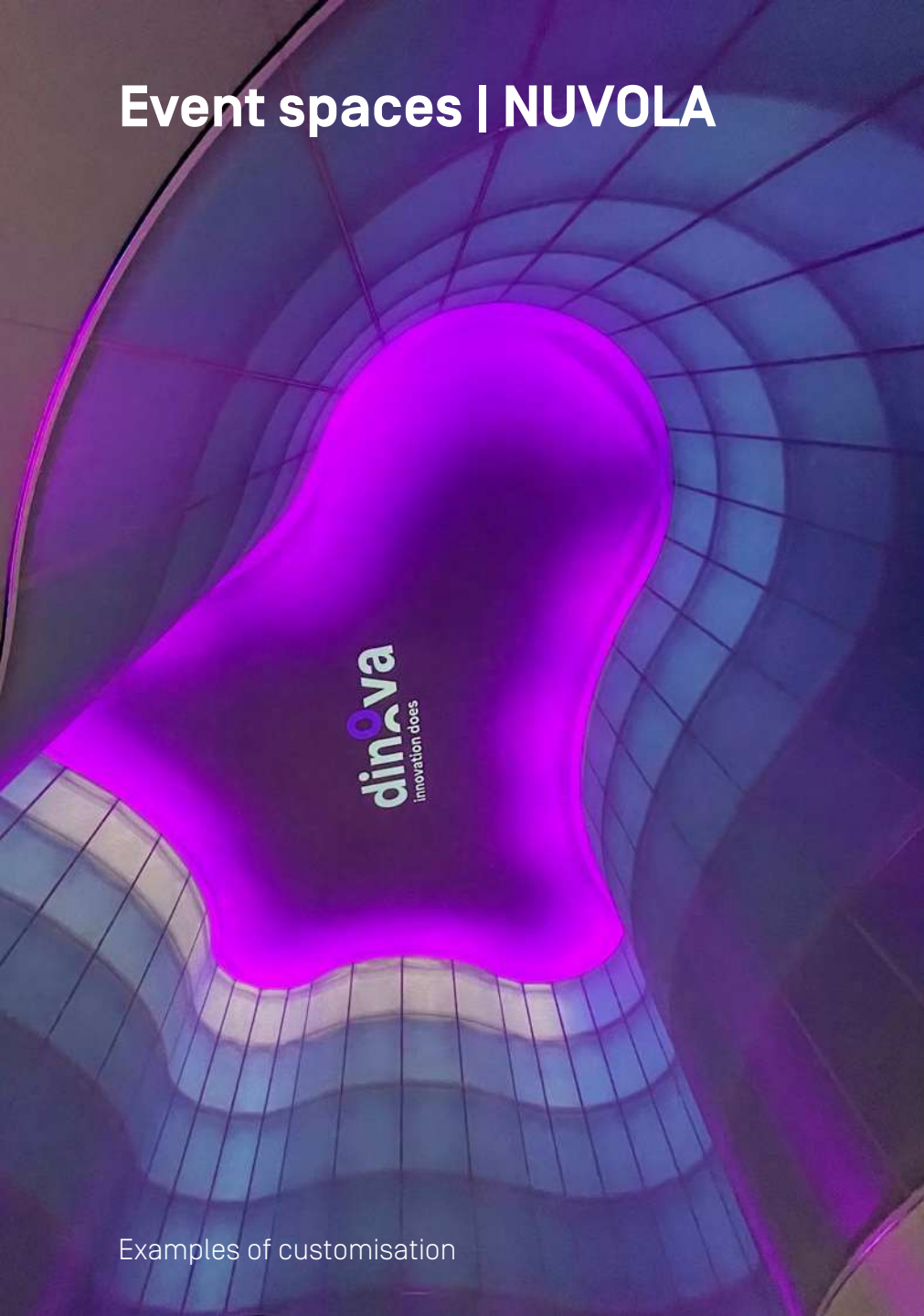
Event spaces | NUVOLA



Exaples of standing set ups



Event spaces | NUVOLA



Examples of customisation



Event spaces | NUVOLA



Examples of customisation



Event spaces | NUVOLA



- Events in Agorà are only permitted when the museum is closed: every day after 19:30, (or on Mondays also before 14:30), except on Thursdays when the museum closes at 22:30.
- Private events* such as dinners, aperitifs, fashion shows** and *showcooking* (intended as plating), etc. are allowed.
- Only corporate events are allowed



- No public entertaining events are allowed in Agorà
- The Museum space in general and more specifically the Agorà are copyrighted, in fact, it is not possible to take photographs and/or video recordings for commercial purposes within the space
- Any artistic set-up is forbidden in Agorà

**All events that involve a direct invitation to participants by the organizer are considered EVENTS OF THE EVENT. These events must not be advertised, and third parties are not allowed access. Registration at the entrance cannot be considered as a prior event, a nominal direct invitation is always required.*

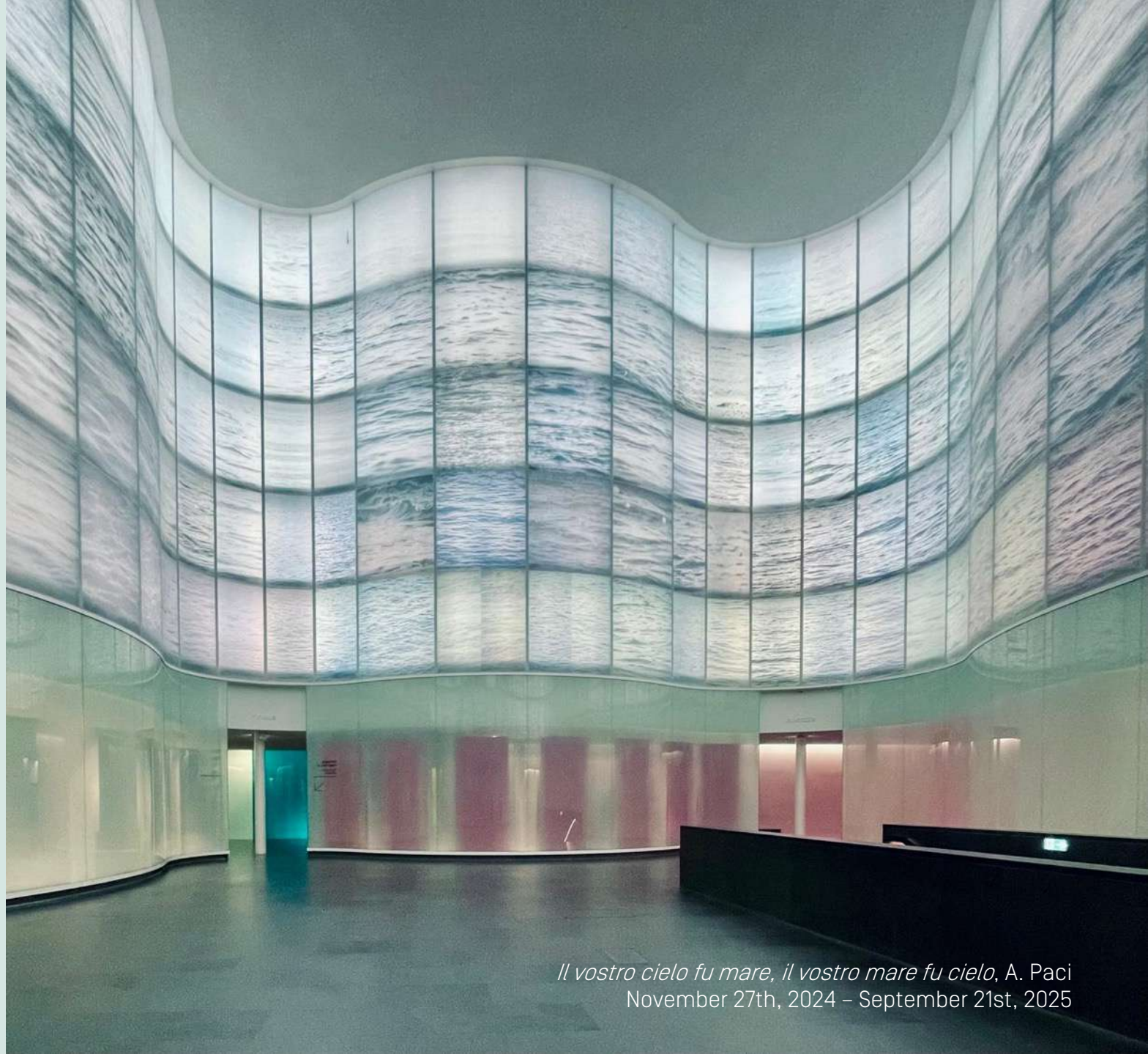
***Prior request for authorization to the City of Milan by the Client*

Public Art | *IL VOSTRO CIELO FU MARE, IL VOSTRO MARE FU CIELO*

From November 27th, 2024, the space of the Agora will welcome *Il vostro cielo fu mare, il vostro mare fu cielo*, the site-specific installation by artist **Adrian Paci** that is the preview of the exhibition *Travelogue. Stories of travel, migration and diasporas* (March 2025).

The installation will transform the space with a mosaic of blue-green tones that recall the colors of the sea.

Through each fragment of the abstract composition - each taken from photographs published in newspaper articles - Paci addresses themes such as travel, migration, identity, memory and collective history.



Event spaces | AUDITORIUM

AREA: 295 mq

CAPACITY WITH OPEN GRANDSTAND: 200 people*

CAPACITY WITH CLOSED GRANDSTAND: 250 people*

On the first floor of the Museum is the **Auditorium**, a two hundred-seat theatre that can host **conferences, business meetings and workshops**. It has a foyer (maximum capacity 50 people*) in which you can provide welcome coffee and cocktails.

The Auditorium can be **accessed independently** of the rest of the Museum through a dedicated entrance from the Hall.

The hall is also equipped with removable platform (8 modules of 2x1m), retractable telescopic grandstand, 6 high stools, two types of armchair Poltrona Frau and 1 grey podium with customizable led screen.

**The number can vary according to the setting of the space*



Event spaces | AUDITORIUM

TECHNICAL EQUIPMENT

- 2 hand microphones
- 1 lavalier microphone
- 2 PCs for PPT and video output
- 1 ppt presenter
- 2 booths for simultaneous translation (in the control room)
- 70 receivers for simultaneous translation
- 1 DVD player and 1 blu-ray player
- 1 USB mp3 player
- lighting control from the control room: 100% - 75% - 50% - off
- Panasonic projector 5,000 Lumens (lens 150 (approx. 2/5 screen) - lens 250 (approx. 4/5 screen) - lens 350 (full screen))

SERVICES INCLUDED

N.1 technician in the control room (in case of translations or support in the auditorium, the support of additional technicians is to be quoted separately)



Event spaces | AUDITORIUM



Tribuna telescopica a scomparsa (130 posti a sedere)

Open grand stand set up (above) and closed set up (below)

Event spaces | AUDITORIUM



Example of open grand stand and chairs set up

Event spaces | AUDITORIUM



Rodin
e la danza

25.10.2023
10.03.2024

MUDEC



Examples of stalls set up



DUBUFFET
E L'ART BRUT

L'ARTE DEGLI OUTSIDER

Milan 2

12.10.2024
16.02.2025

MUDEC



Event spaces | AUDITORIUM



Esempi di allestimento a platea e personalizzazione luminosa dello spazio

Examples of stalls set up

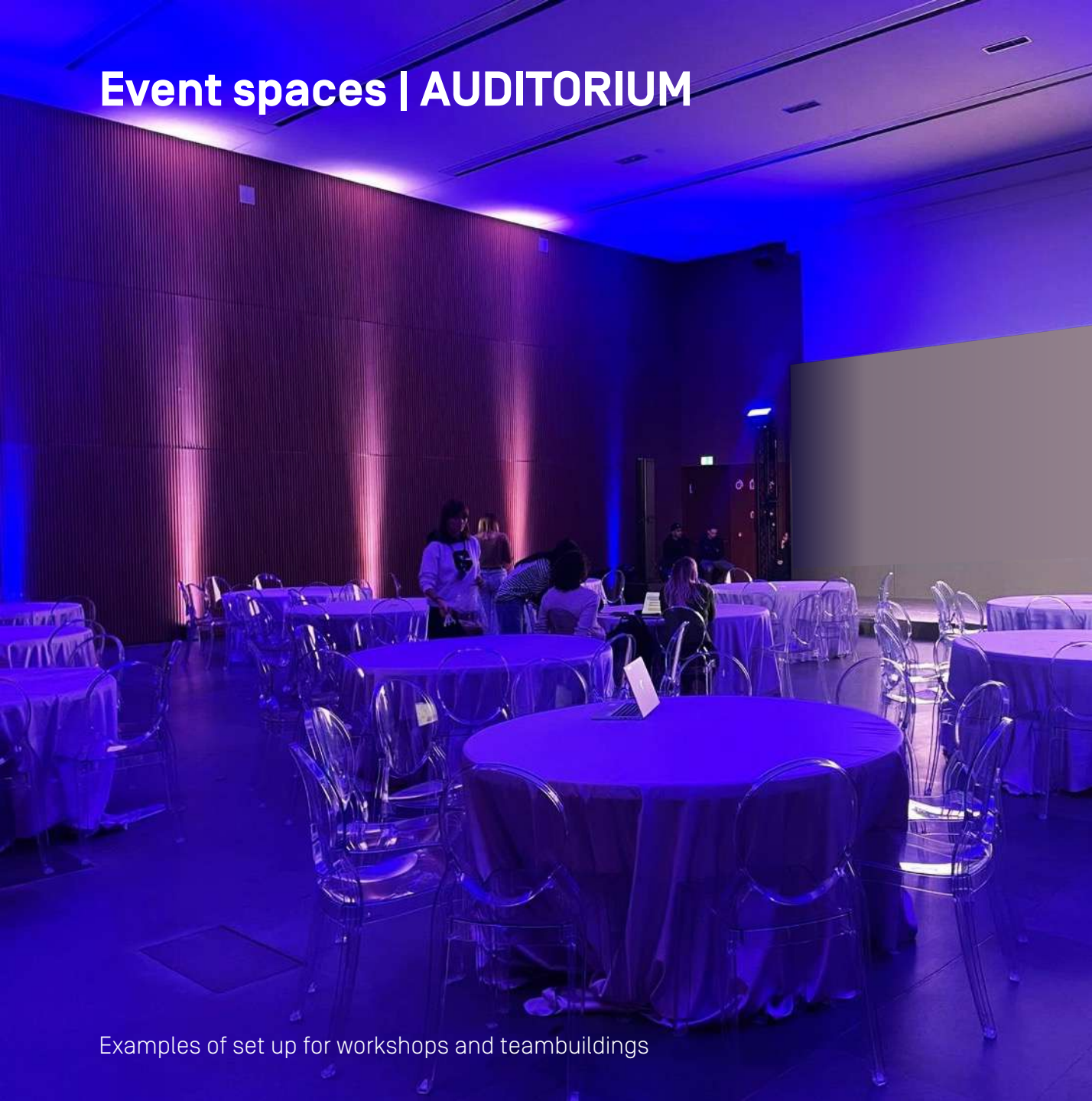


Event spaces | AUDITORIUM



Examples of stage set up

Event spaces | AUDITORIUM



Examples of set up for workshops and teambuildings



Event spaces | AUDITORIUM



Examples of set up for workshops and teambuildings



Event spaces | FOYER

CAPACITY: 50 people

The Auditorium is equipped with a Foyer where you can expect **welcome coffee and cocktails** for up to 50 people at the same time.

As well as the Auditorium, the Foyer can be used during the opening hours of the Museum.

Event spaces | AUDITORIUM



Example of welcome coffee set up

Event spaces | AUDITORIUM



- It is possible to hold events in the Auditorium also during the opening hours of the Museum (it has independent access)
- The following types of private events*: conferences, seminars, conferences, business meetings, workshops
- It is also possible to activate a temporary license to open to the public events such as meetings, conferences and conferences by request from the Client to the Municipal Office in charge [procedure to be activated at least 30 days before the event date]
- Only corporate events are allowed



- It is not allowed to hold events of public show inside the Auditorium
- It is not allowed to carry out catering or activities involving the consumption of food or drink inside the Auditorium

**PRIVATE EVENTS are all events that include a direct invitation to participants by the organizer. These events must not be advertised and access to third parties is not allowed. Registration at the entrance cannot make the event considered as private, a direct nominal invitation is always required.*

Event spaces | INNOVATION 2

AREA: 227 MQ

CAPACITY: 50 people at once

1 SECURITY EXIT

The space was born from the recovery of the industrial archaeology complex of the Ex-Ansaldo area.

An **open space without internal subdivisions** and structural elements, accessible directly from the court of the Mudec.

The lighting is guaranteed by the double exposure on Via Tortona and the internal area of the Museum.

The space is not designated to host events of public spectacle. You can organize business activities with direct sales or private events behind closed doors.



Event spaces | INNOVATION 2



Example of meeting set up



Event spaces | INNOVATION 2



Example of meeting set up



Event spaces | INNOVATION 2



Example of Temporary Store set up



Event spaces| INNOVATION 2



Example of Temporary Store set up



Event spaces | INNOVATION 2



Examples of place set up



Event spaces | INNOVATION 2



Example of placée set up

Event spaces | INNOVATION 2



- Private events* such as workshops, welcome coffee or aperitifs are allowed within Innovation Center 2, but the main activity recommended within the space is commercial (e.g. Temporary Store) with SCIA sales opening by the Customer
- Only corporate events and/or commercial activities are allowed



- Public events are not allowed inside the Innovation Center 2

**PRIVATE EVENTS are all events that include a direct invitation to participants by the organizer. These events must not be advertised and access to third parties is not allowed. Registration at the entrance cannot make the event considered as private, a direct nominal invitation is always required.*

Museum furnishing | TOTEM LED and PODIUM

In support of the events (within the spaces of the Mudec only) and their setting up, it is possible to request the use of one of the **Totem Leds** provided for museum communication activities.

A single digital "roll-up" can be used both during the opening hours of the museum, and for events organized during the closing time of the museum. After the closing time of the exhibitions, it will be possible to rent an additional 3 totems, to be used separately.

TOTEM LED

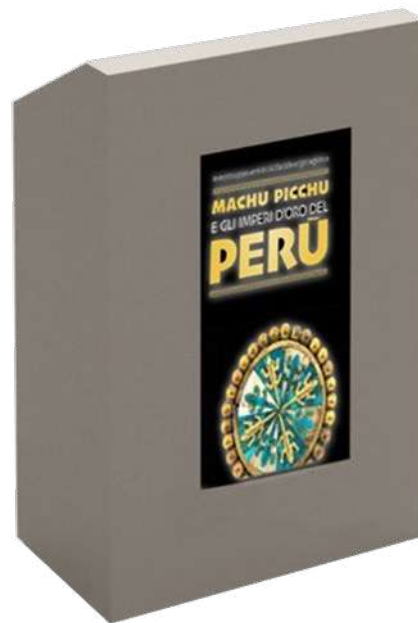
Graphic format: Mp4 (no audio)

Resolution: 192 x 640 px

PODIUM TECHNICAL SPECIFICATIONS

Graphic format: JPG o Mp4 (no audio)

Resolution: 1920 x 1080 px



TOTEM LED RENTAL

€ 250 + VAT each (*)

PODIUM PERSONALIZATION

€ 150 + VAT (*)

**prices don't include the graphic service*



Museum furnishing | TOTEM LED and PODIUM



Esempio di personalizzazione grafica di Totem Led e Podio

Museum furnishing | WELCOME DESK, CHAIRS and TABLES

To support the realization of events at the Museum, some furnishings in equipment can be requested:

Desk accredit color taupe

- **No. 6 high stools Cassina CAB**, 55x51x112 cm, bistro colour
- **No. 6 Armchairs Dezza Poltrona Frau**, color blackcurrant
- **No. 8 Armcharis Poltrona Frau**, leather color
- **No. 3 Round coffee tables**, blackcurrant color
- **No. 8 IKEA tables 80 x 120 cm**, white



Museum furnishing | WELCOME DESK, CHAIRS and TABLES



N. 6 Cassina CAB Stools
H 112 cm, bistro colour



N. 6 Armchairs Dezza Poltrona Frau
Blackcurrant colour



N. 3 Coffee tables Bob Poltrona Frau
Blackcurrant colour



N. 8 Armchairs Poltrona Frau
Leather colour

DESIGN STORE

AREA: 140 MQ

The **Mudec Bistrot** faces directly onto the Mudec courtyard through large opening windows.

The space, divided into **three areas** through the two side wings, can accommodate **dinners, aperitifs and refreshments** offering the possibility of being customized and branded according to the specific needs of the customer or the event.

The restaurant, managed by **Enrico Bartolini**, can be rented entirely in a closed museum, or partially during the opening hours of the museum using the two side wings.*

DEDICATED CORNER FOR PRODUCT EXHIBITION

To be quoted according to the period, type and duration of the set up of the products

**Products must respect the identity and values of the Museum*

Opening hours:

Monday 14:30 – 19:30

Tuesday, Wednesday, Friday, Saturday and Sunday 08:00 – 19:30

Thursday 09:00 – 22:30



DESIGN STORE



DESIGN STORE



MUDEC BISTROT

AREA: 425 MQ

The **Mudec Bistrot** faces directly onto the Mudec courtyard through large opening windows.

The space, divided into **three areas** through the two side wings, can accommodate **dinners, aperitifs and refreshments** offering the possibility of being customized and branded according to the specific needs of the customer or the event.

The restaurant, managed by **Enrico Bartolini**, can be rented entirely in a closed museum, or partially during the opening hours of the museum using the two side wings.

Opening hours:

Monday 14:30 – 19:30

Tuesday, Wednesday, Friday, Saturday and Sunday 08:00 – 19:30

Thursday 09:00 – 22:30

MUDEC BISTROT | ART WALL

The **Mudec Art Wall** is a space dedicated to photography and contemporary art located within the large spaces of the Bistrot.

It is the perfect space to host photographic and artistic projects conceived by and for companies - among the great photographers who have exhibited in the Mudec Art Wall, Steve mccurry and Denis Rouvre.

Through the realization and exhibition of its artistic project on the Art Wall, the Customer is offered various possibilities of communication, such as the development of the **Brand Image**.



MUDEC BISTROT | ART WALL



MUDEC RESTAURANT

The multi-starred chef Enrico Bartolini runs the Restaurant of the Mudec, local 3 Michelin stars.

Enrico Bartolini's resourcefulness, research, innovation, perseverance and balance are well reflected in his cuisine. The gastronomic 'motto' of his team, *Be Contemporary Classic*, arouses a strong interest in the world of food and not only; the values of the past and the present come together to create original and balanced flavors.

Also, the Enrico Bartolini Restaurant can be rented exclusively for dinners and lunches up to 42 people, with quotations to be evaluated together with the manager based on the requested service and the period.



*“L'amore per la vita
è anche voglia di mangiarla”*

Opening hours:
12.30 - 14.00 and 19.30 - 22.00
Closed on Monday and Sunday

T.: 02.84.293.701 (tue-sat)
E.: ristorante@enicobartolini.net

MUDEC PARKING

MUDEC is equipped with a large **underground parking area active 7/24**.

The client has the opportunity to book parking spaces at their events, compatible with the capacity of the parking for the day in question.

CAR PARKS

Price to be quoted separately based on the number of hours of parking and the number of spaces reserved.





PLANS

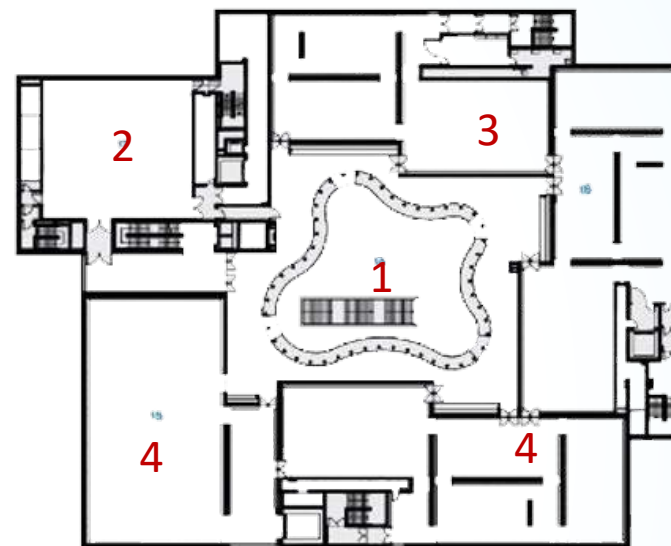
PLANS

Mudec | Ground Floor



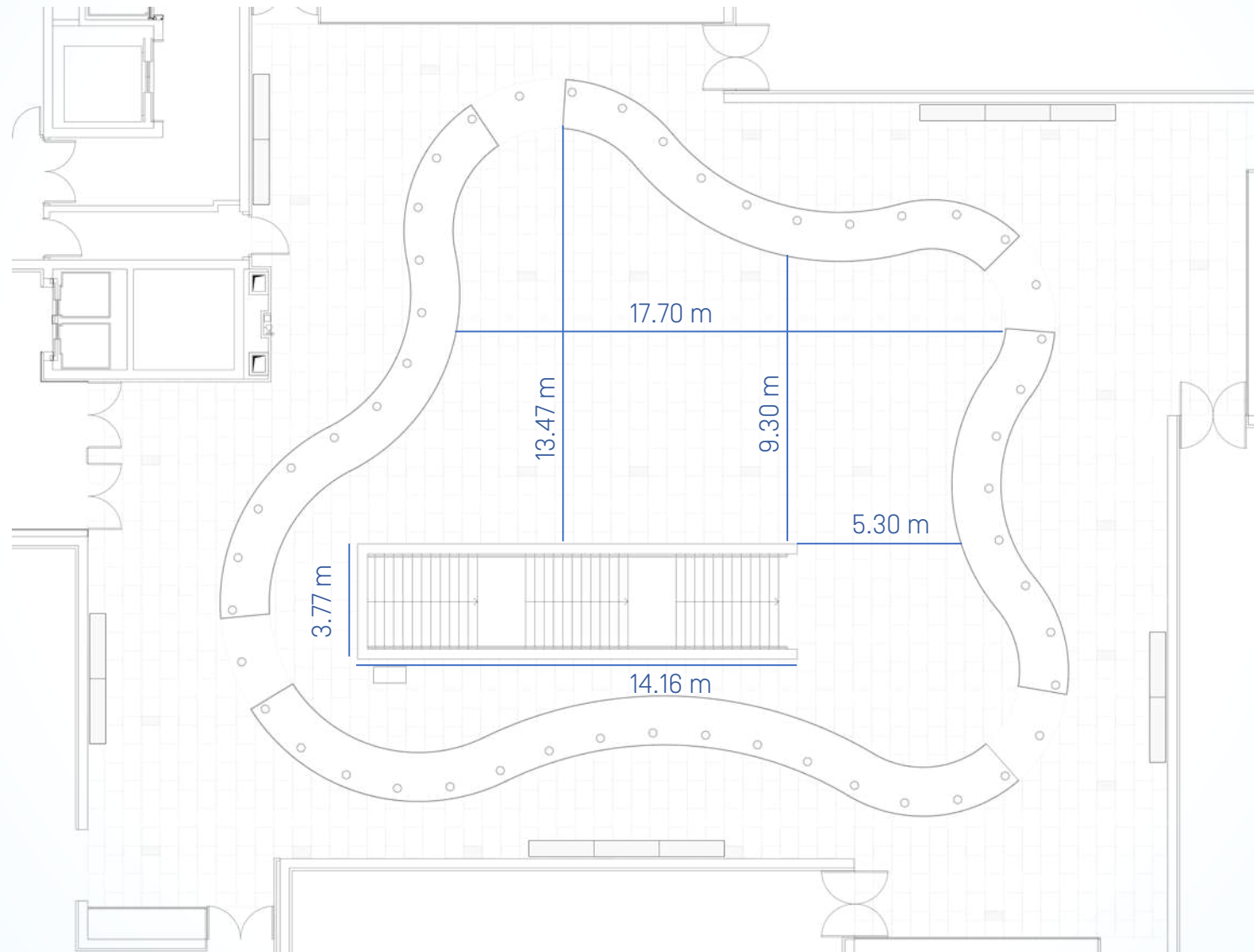
1. External court
2. Mudec Design Store
3. Mudec Lab
4. Mudec Bistrot
5. Mudec Photo
6. Innovation Center 2

Mudec | First Floor

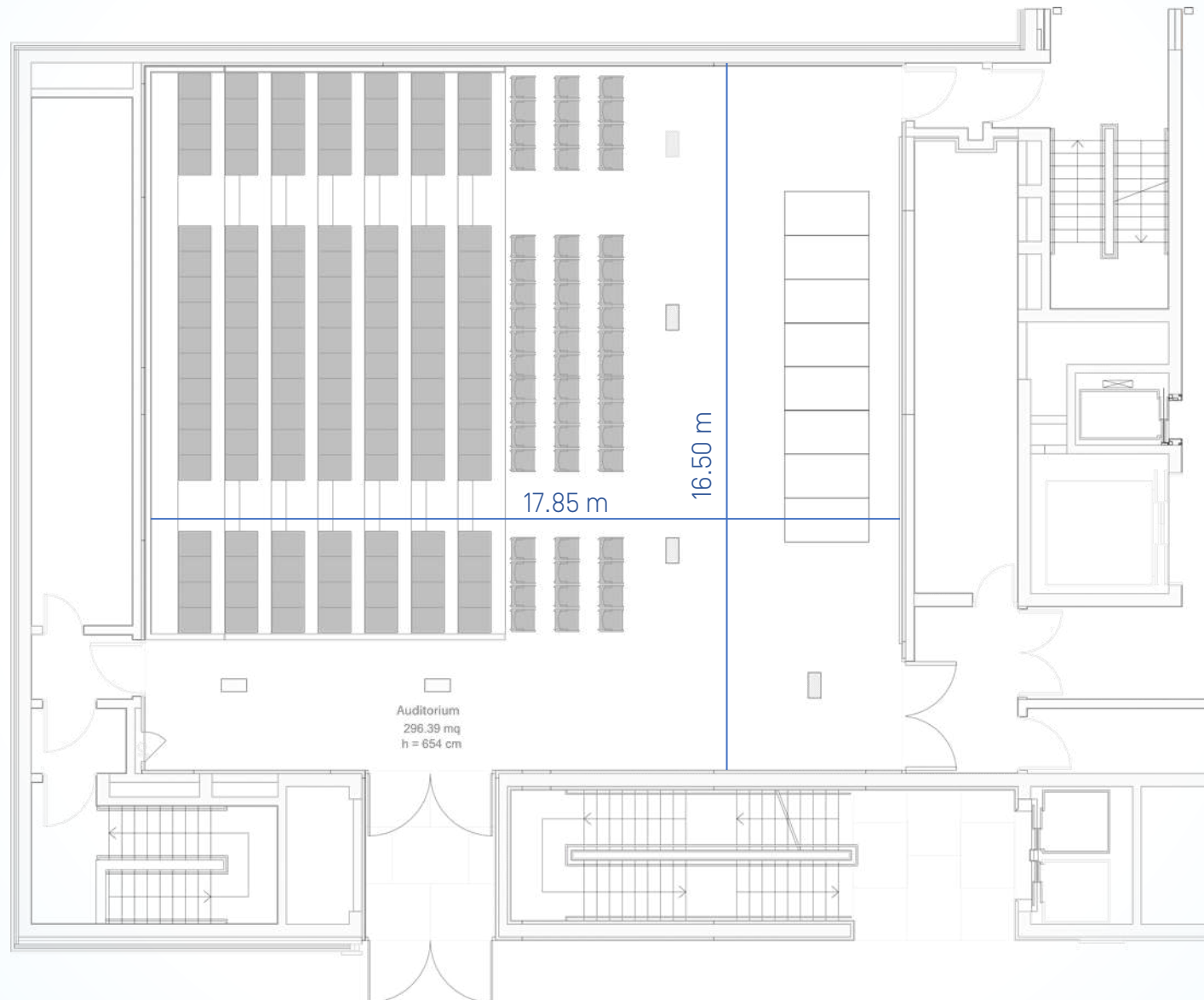


1. Nuvola (or Agorà)
2. Auditorium
3. Permanent Collection
4. Temporary Exhibitions

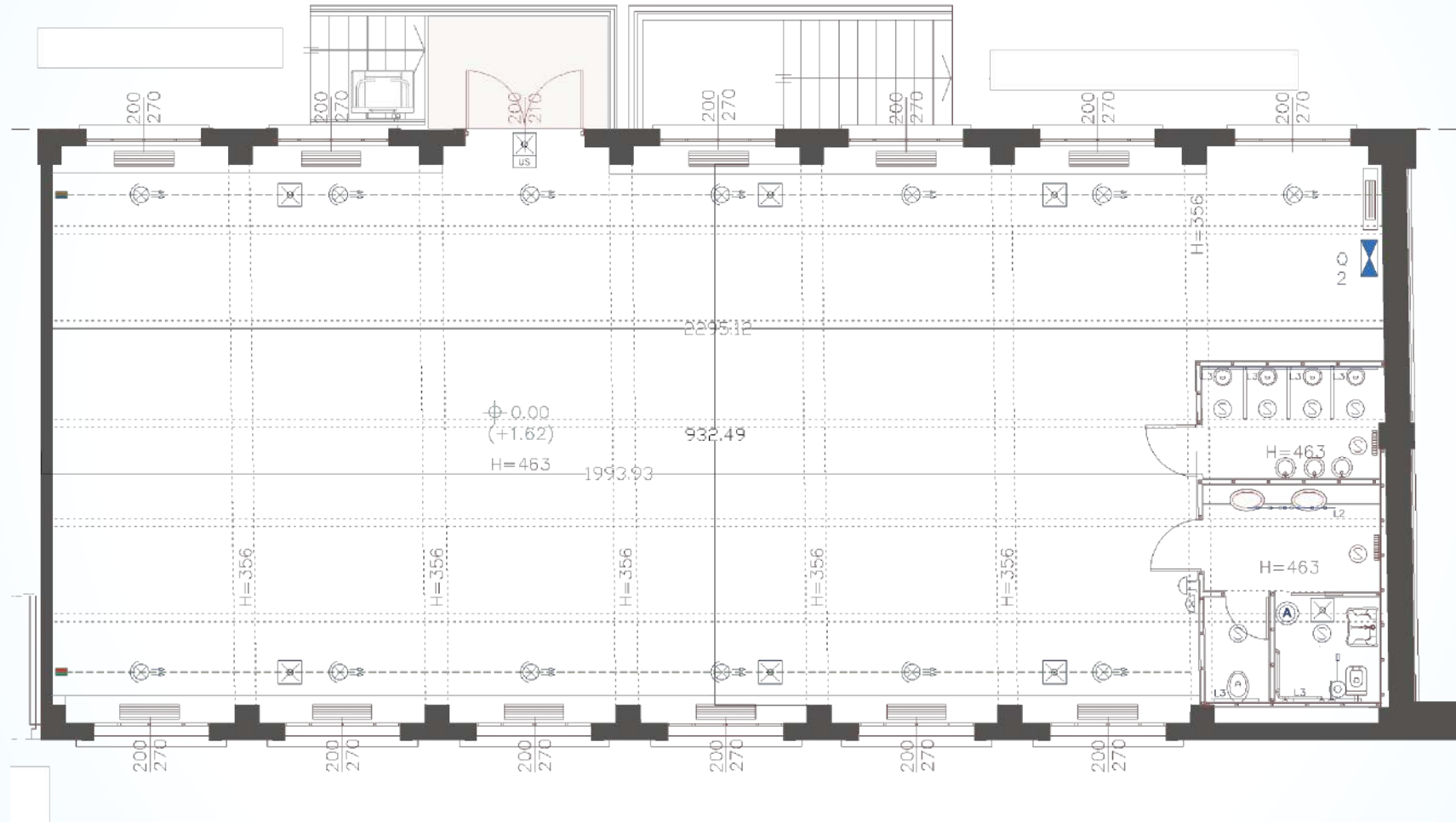
PLAN | Nuvola



PLAN | Auditorium



PLAN | Innovation 2





DOCUMENTATION

DOCUMENTATION

To proceed to the realization of the event we require:

- **Insurance Policy of Civil Liability to Third Parties** for the duration of the event, including the time needed for the stages of preparation and dismantling. By way of example and without limitation, the same must be extended to material damage, to the structures and their contents, including those caused by the public participant (including vandalism). Coverage cap € 3.000.000.
- **Timetable** of the event

In addition, depending on the event configuration, you may require the following documents:

- **Certifications of Conformity to the CE Regulation** of furniture and machinery installed and **Certification of fireproofing of materials** (Class 1) used
- **Installation project** certified by an appointed technician
- **Electrical project** certified by an appointed technician
- **D.U.V.R.I.** duly integrated pursuant to Legislative Decree 81/08
- Depending on the event configuration and the type of equipment planned, we reserve any further steps with our Security Manager and document request.

It should also be noted that in case of background music, the execution of the **SIAE** procedures is the responsibility of the client of the event. Please give evidence of the documentation issued by the SIAE office in charge of the host office.

The background features a stylized world map with a grid of latitude and longitude lines. The map is rendered in a light beige or off-white color, with a slightly darker beige central area. The grid lines are thin and light gray. The overall aesthetic is clean and modern.

ECONOMICS

RENTAL COSTS:

UP TO 50 PEOPLE € 5.000 + VAT

UP TO 100 PEOPLE € 6.000 + VAT

UP TO 150 PEOPLE € 7.000 + VAT

UP TO 200 PEOPLE € 8.000 + VAT

UP TO 300 PEOPLE € 9.000 + VAT

DURNG MILAN'S WEEK € 10.000 + VAT

The prices include security, cloakroom, and cleaning services from 7:30 PM to 12:00 AM. Additional staffing beyond the specified hours will be quoted separately. Any technical services requested by the Client will also be quoted separately.

The Client will be responsible for any setup and dismantling of the space, as well as any SIAE licensing fees.

If the event requires a specific setup of the space, the quote may be adjusted based on the complexity of the required activities.

Prices do not include the Enrico Bartolini Catering Service, which will be quoted separately based on the Client's specific needs.

ECONOMICS | Auditorium

RENTAL COSTS:

FULL DAY € 8.500 + VAT

HALF DAY € 6.000 + VAT

DURING MILANS' WEEKS € 10.000 + VAT

The prices include security, cloakroom and cleaning services audio/video standard assistance.

Prices do not include the Enrico Bartolini Catering Service, which will be quoted separately based on the Client's specific needs.

The Client will be responsible for any setup and dismantling of the space, as well as any SIAE licensing fees.

ECONOMICS | Innovation 2

RENTAL COSTS:

FULL DAY € 5.000 + VAT

HALF DAY € 2.500 + VAT

DURING MILAN'S WEEKS €25.000 + VAT

The prices include security and cleaning services (for Milan Design Weeks, this includes daily cleaning and security during the setup and dismantling phases of the space).

The prices do not include any technical services or additional days required for setup and dismantling.

Additionally, prices do not include the Enrico Bartolini Catering Service, which will be quoted separately based on the Client's specific needs.

The Client will be responsible for the setup and dismantling of the space.

ECONOMICS

EXCLUSIVE GUIDED TOUR MUDEC	PRICE
Exclusive visit up to 25 people	€ 4.500 + VAT
Exclusive visit up to 50 people	€ 6.000 + VAT
Exclusive visit up to 100 people	€ 8.000 + VAT
Exclusive visit up to 150 people	€ 10.000 + VAT
Exclusive visit up to 250 people	€ 12.500 + VAT

EXCLUSIVE GUIDED TOUR MUDEC PHOTO	PRICE
Exclusive visit up to 25 people	€ 3.500 + VAT
Exclusive visit up to 50 people	€ 4.500 + VAT
Exclusive visit up to 100 people	€ 6.000 + VAT
Exclusive visit up to 150 people	€ 7.000 + VAT
Exclusive visit up to 250 people	€ 8.000 + VAT

*The prices include guide services, security, cleaning, cloakroom, and exclusive access to the exhibition spaces.
Each group must consist of a maximum of 25 people, and each entry to the exhibition must be spaced apart from the previous one.
Any additional services for visit customization or workshop activities will be quoted separately based on the specific requirements.*

