

EVENTS MEDIA KIT

ABOUT US

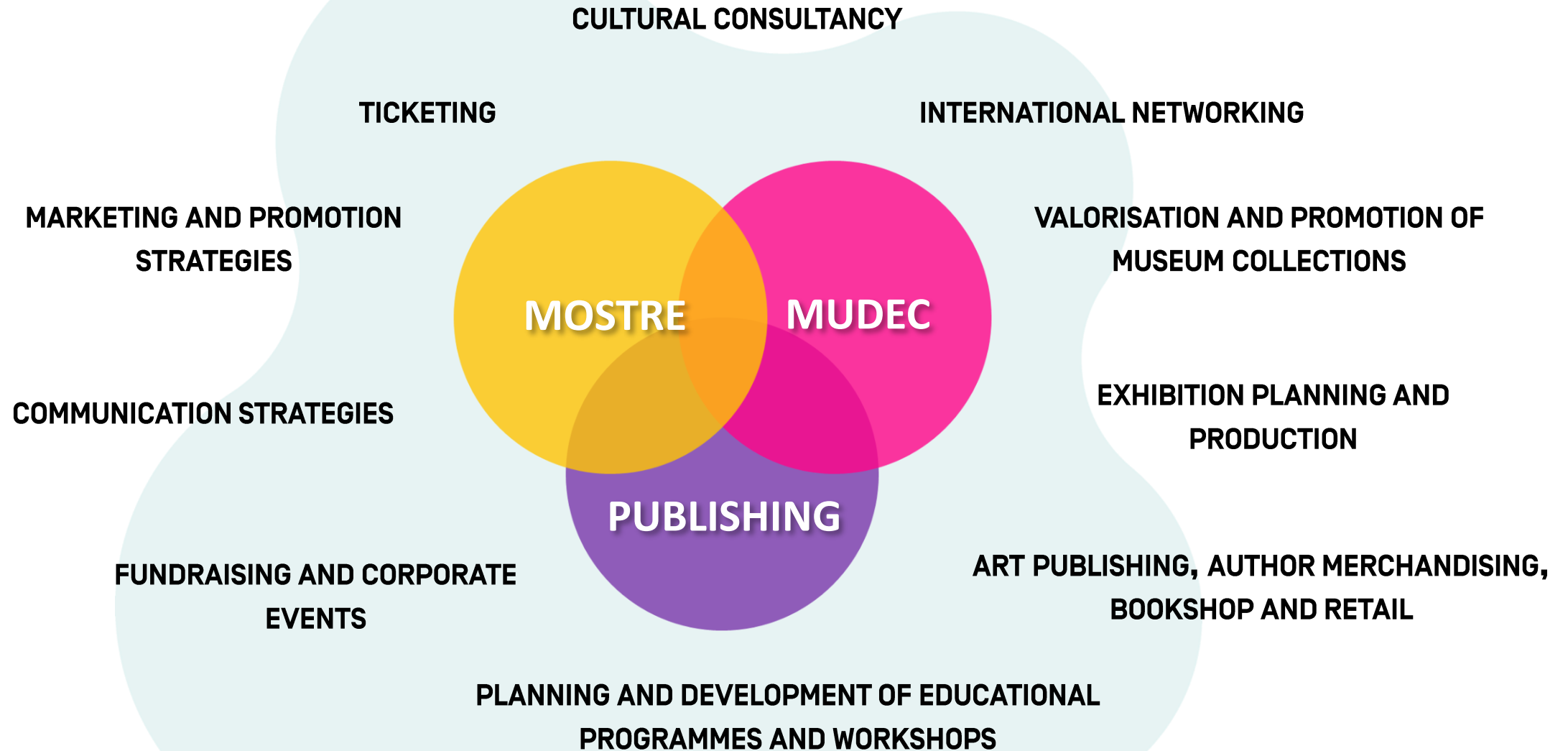
24 ORE Cultura is a market leader in the conception and realization of art exhibitions and cultural projects.

In **20 years** of activity it has realised more than **250 exhibitions** in Italy and abroad, **thousands of events** and published more than **2500 illustrated books**.

Since 2015, it has managed **Mudec - Museo delle Culture**, according to an innovative public-private governance model with the City of Milan.



3 BUSINESS AREAS





MUDEC – MUSEO DELLE CULTURE

MUDEC - MUSEO DELLE CULTURE

The Museo delle Culture of Milan was born from the recovery of an industrial archaeological site, thanks to the intuition of the English designer David Chipperfield, who signed the architectural project.

24 ORE Cultura manages MUDEC according to an innovative public-private governance model with the City of Milan.

MUDEC is not only one of the most important museums in the city, defined by the NY Times as one of its 'must-see' places, it constitutes one of the main cultural exhibition centres in continuous dialogue with the neighbourhood, the territory and its transformations.



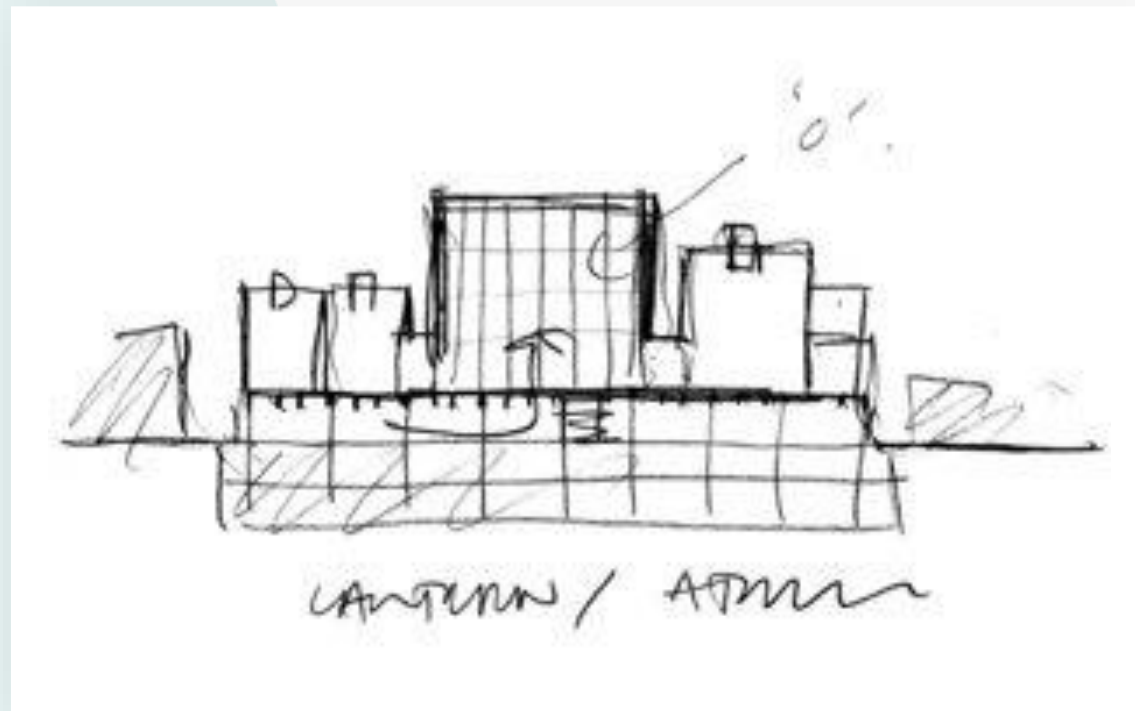
MUDEC - MUSEO DELLE CULTURE

Mudec is open to the public for visits to the temporary exhibitions and the permanent collection at the following times:

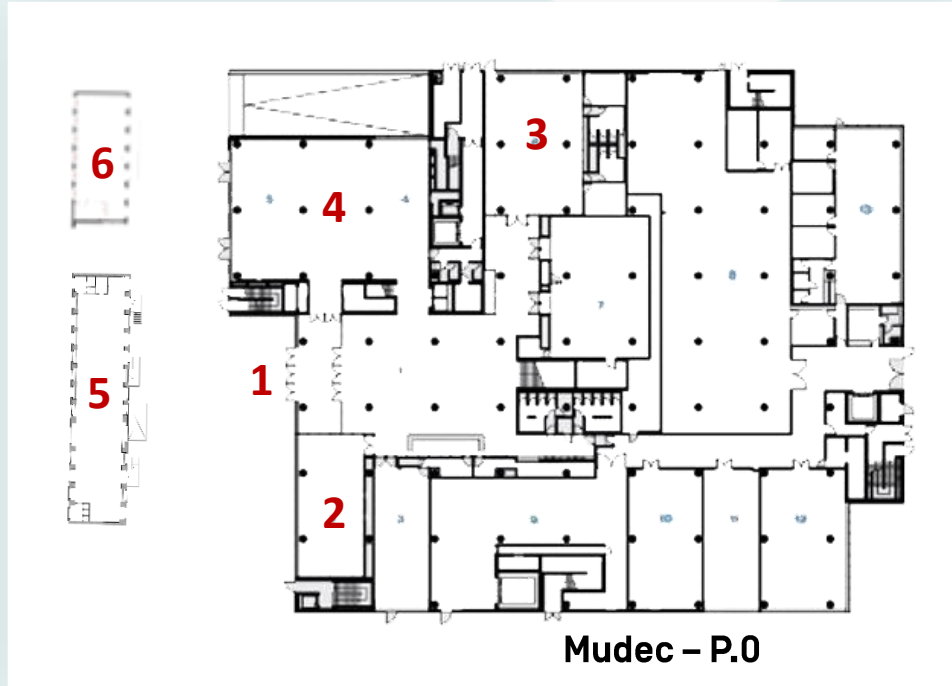
Monday 14:30 – 19:30

Tuesday, Wednesday, Friday and Sunday 09:30 – 19:30

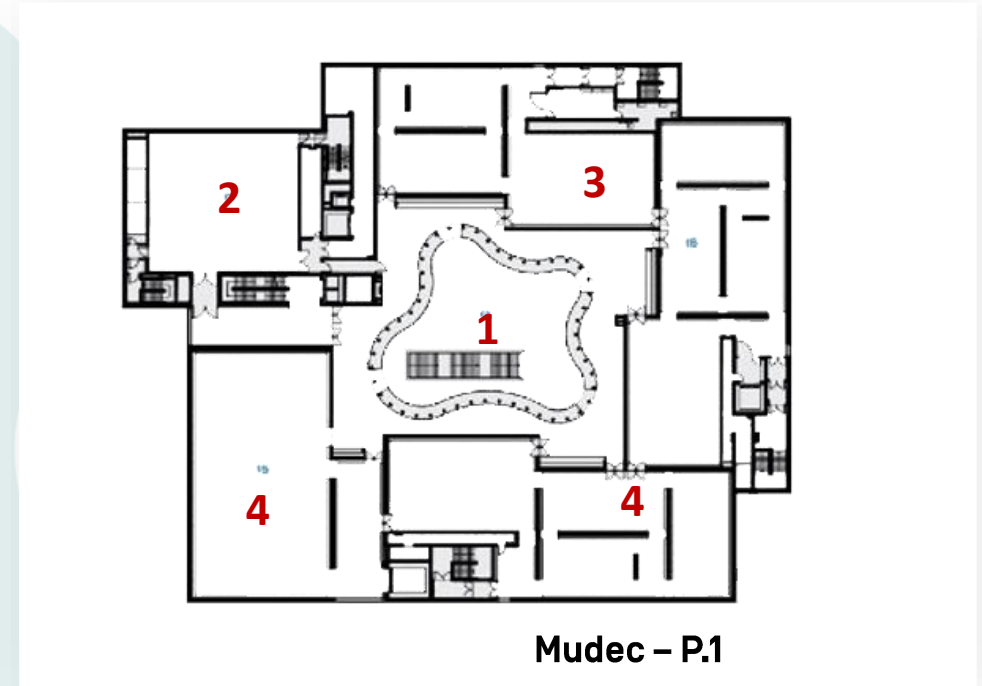
Thursday e Saturday 09:30 – 22:30



MUDEC – FLOOR PLANS



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



1. Agora
2. Auditorium
3. Permanent Collection
4. Temporary Exhibitions

VISITING THE EXHIBITIONS

We offer the exclusive experience of visiting one of the current exhibitions behind closed doors, after closing of the Museum.

The visit could take place:

- 'classic' visit with the entrance of groups of 20/25, each accompanied by a guide, interspersed with approximately 15 minutes
- visit by 'word-points', that is with the guides strategically distributed within the Exhibition itinerary who would remain available to the guests to narrate the exhibition halls and/or insights. Guests would be free to decide the duration and mode of their visit and experience



VISITING THE EHBITIONS



VISITING THE EHBITIONS



EVENT SPACES | NUVOLA

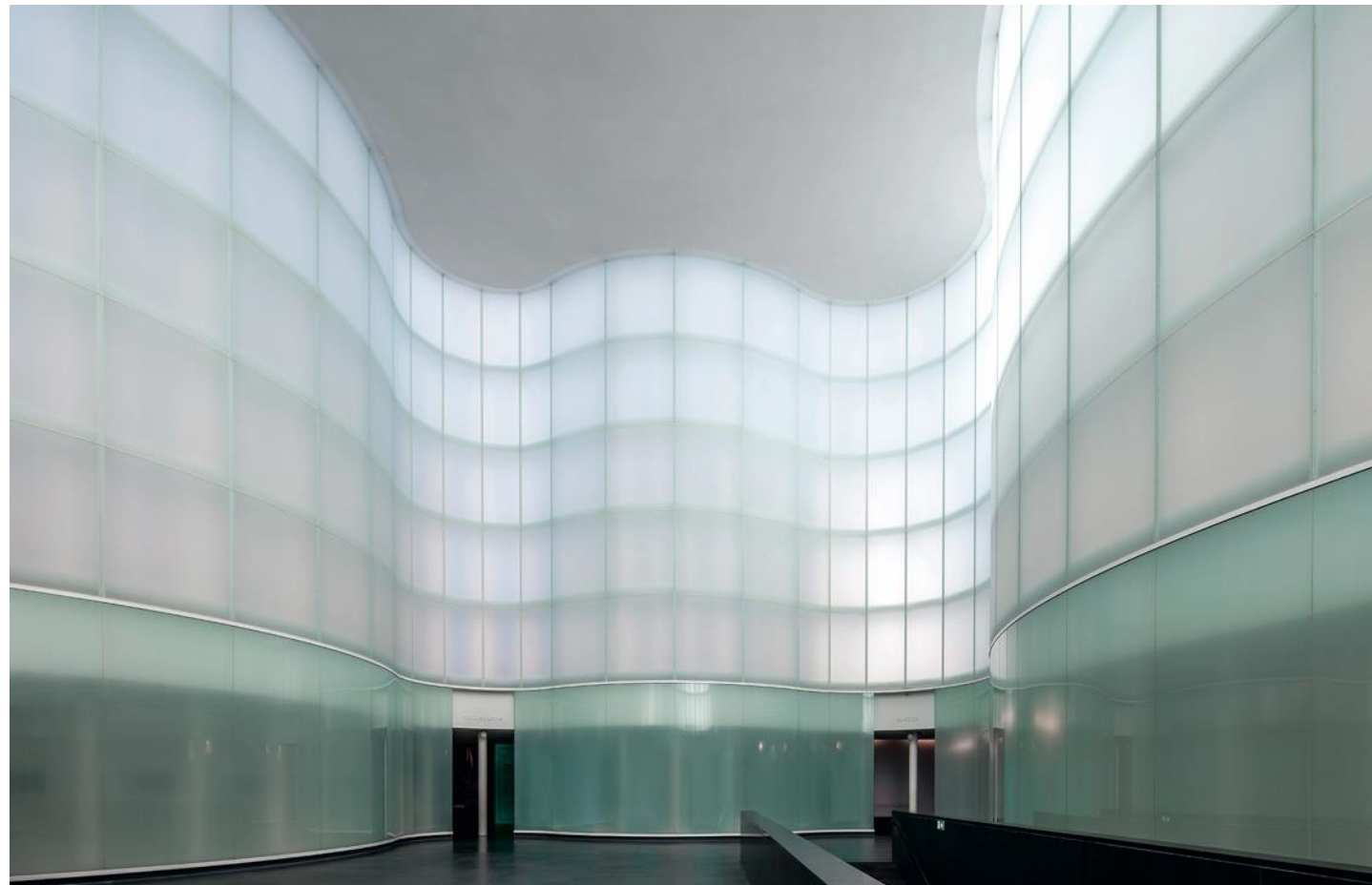
AREA: 286 MQ

CAPACITY: 120 PEOPLE SEATED (170 IF THE OUTDOOR RING IS USED), 300 STANDING

At the end of the central staircase made of black stone, the **Agora [or Nuvola]** opens up, a fluid and luminous space whose design welcomes and surrounds the visitor like a **Cloud [Nuvola]**.

A **covered square** that during the Museum's opening hours introduces the visitor to the exhibition spaces, but which, after closing time, lends itself to the customer's needs by allowing a **very high level of customisation**.

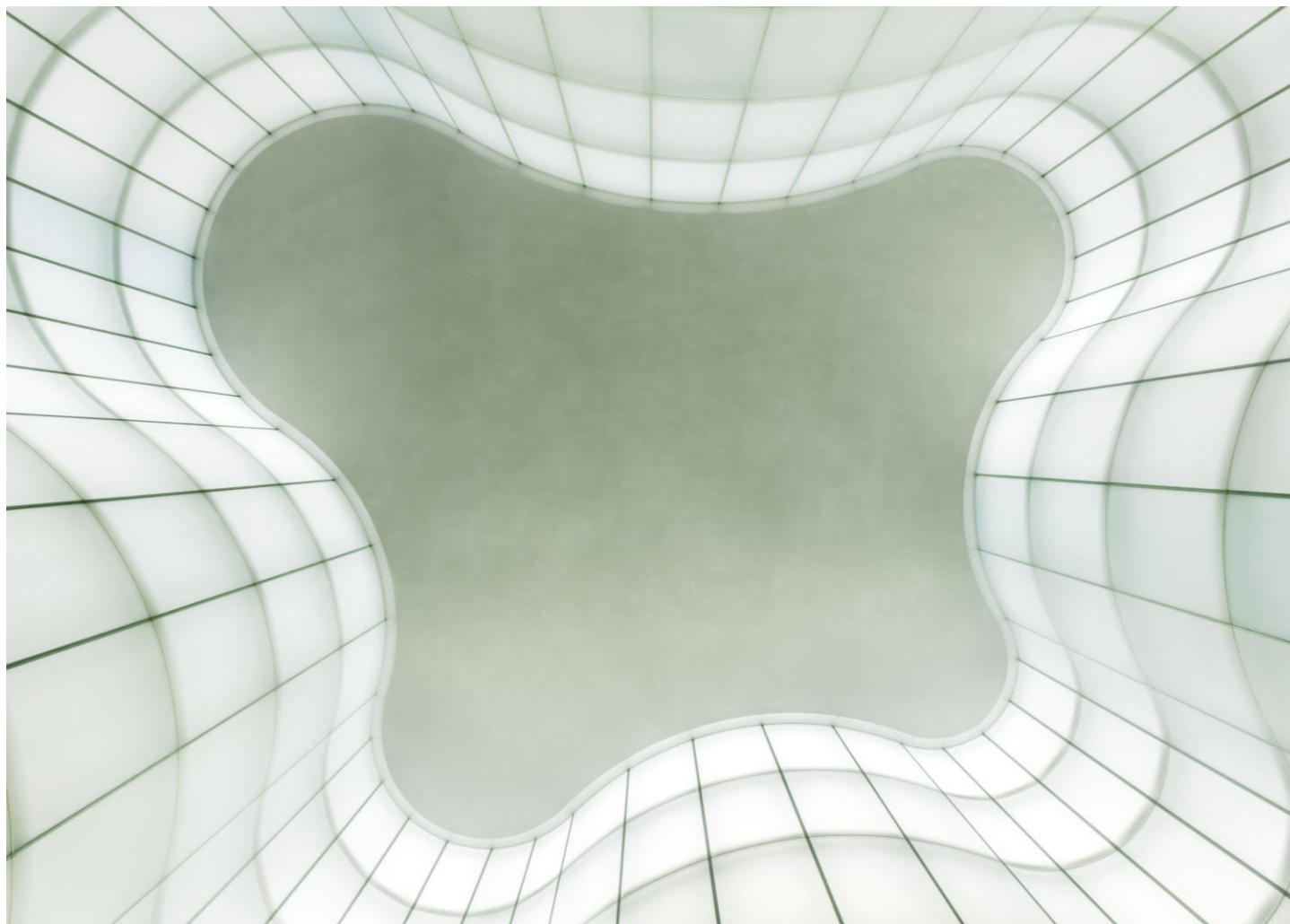
**This number is reduced depending on the setting and on the access to exhibition spaces for exclusive visits*



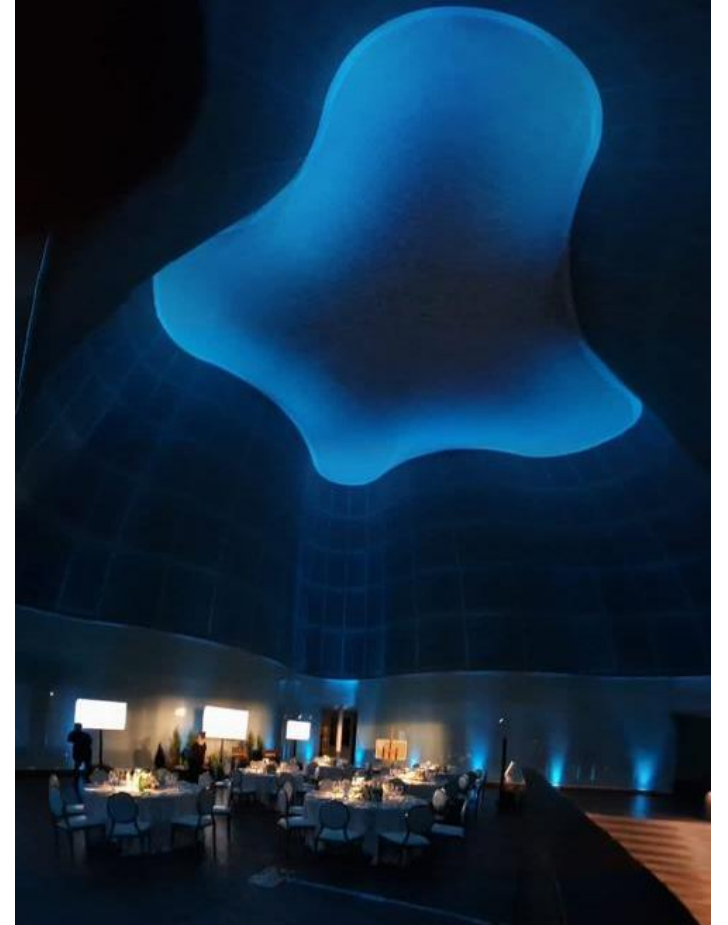
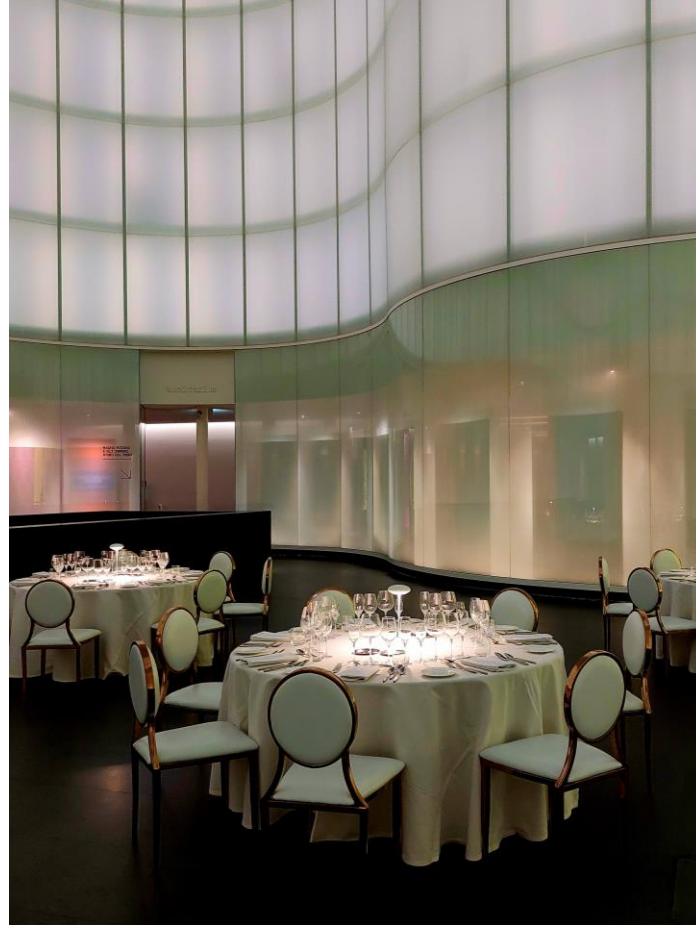
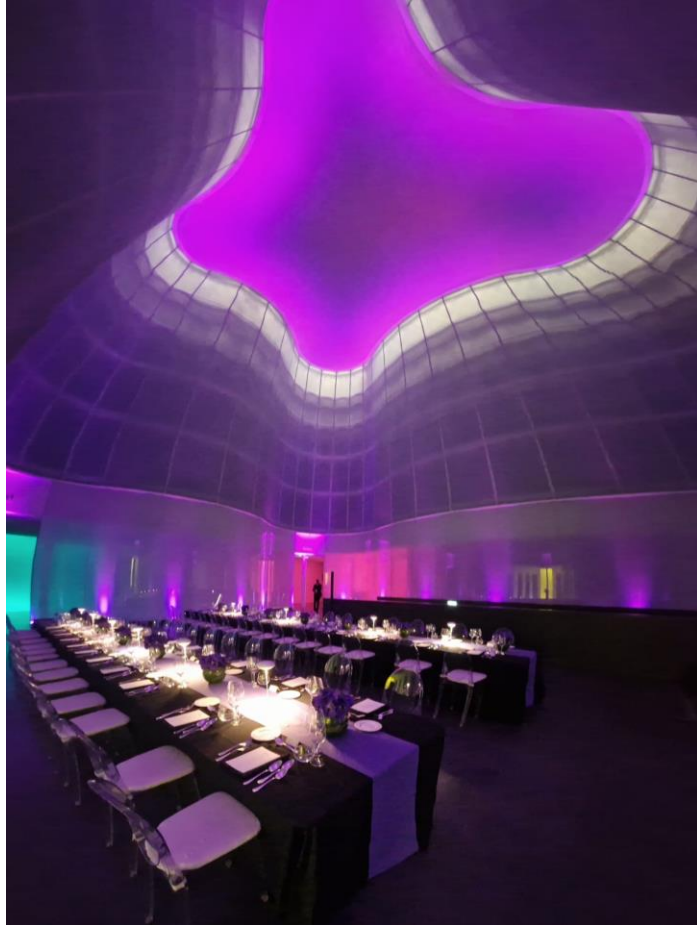
EVENT SPACES | NUVOLA

ADDITIONAL SERVICES [to be quoted ON TOP]

- Aperitifs and Cocktails, standing or sitting, with Catering Enrico Bartolini
- Customization of the space through the management of the lighting system (lights of different coloring, Parled for ceiling lighting, projections [e.g. company logo projections on the ceiling etc.]
- Customizable sound system for music carpet

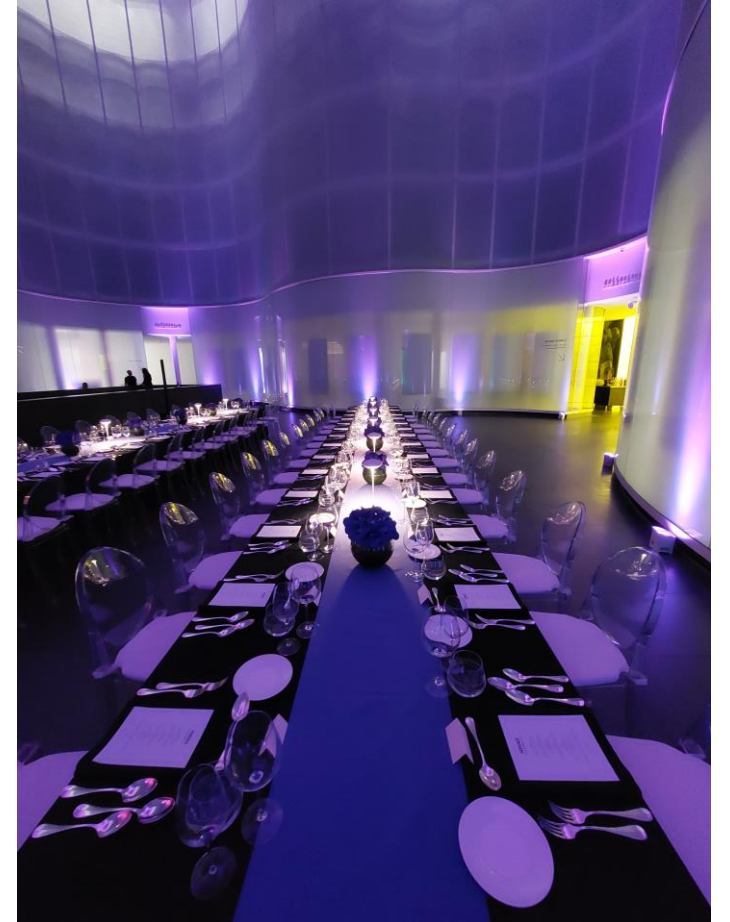


EVENT SPACES | NUVOLA



Catering placée

SPAZI EVENTI – NUVOLA

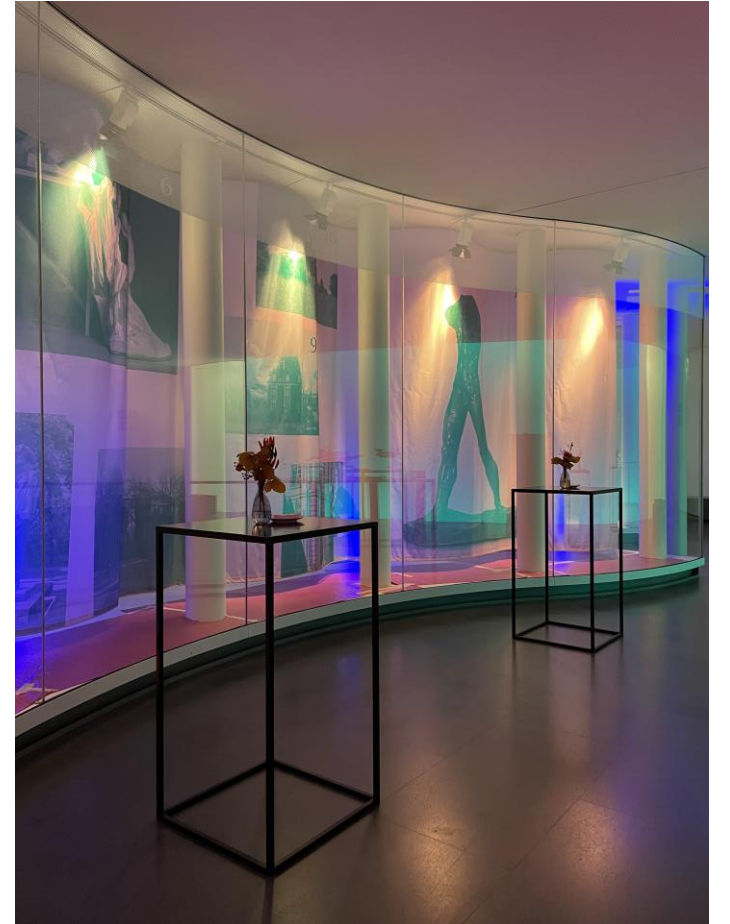


Catering placée

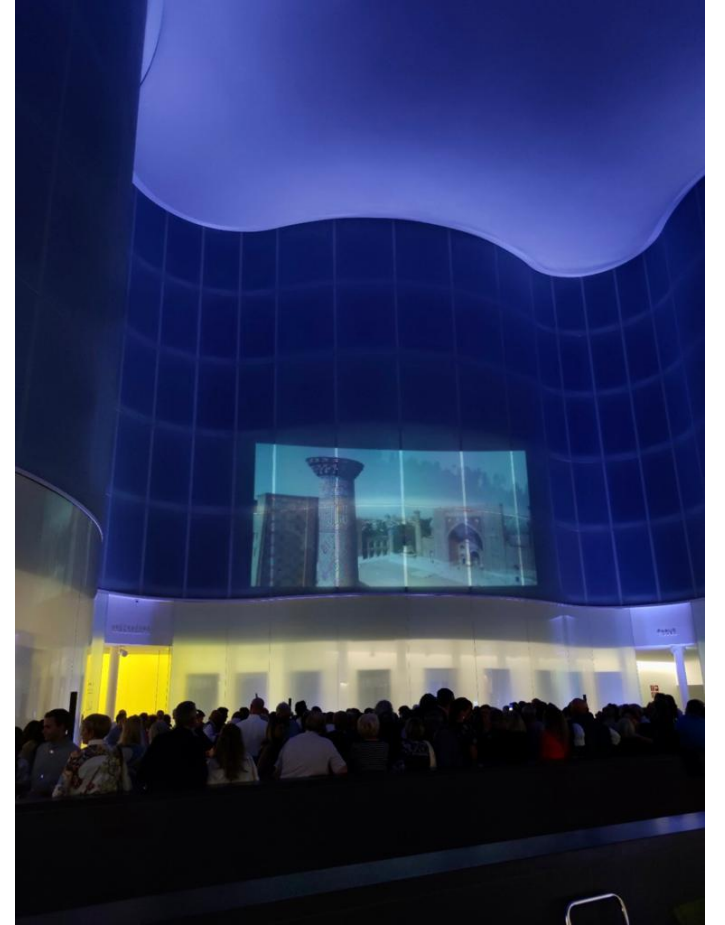
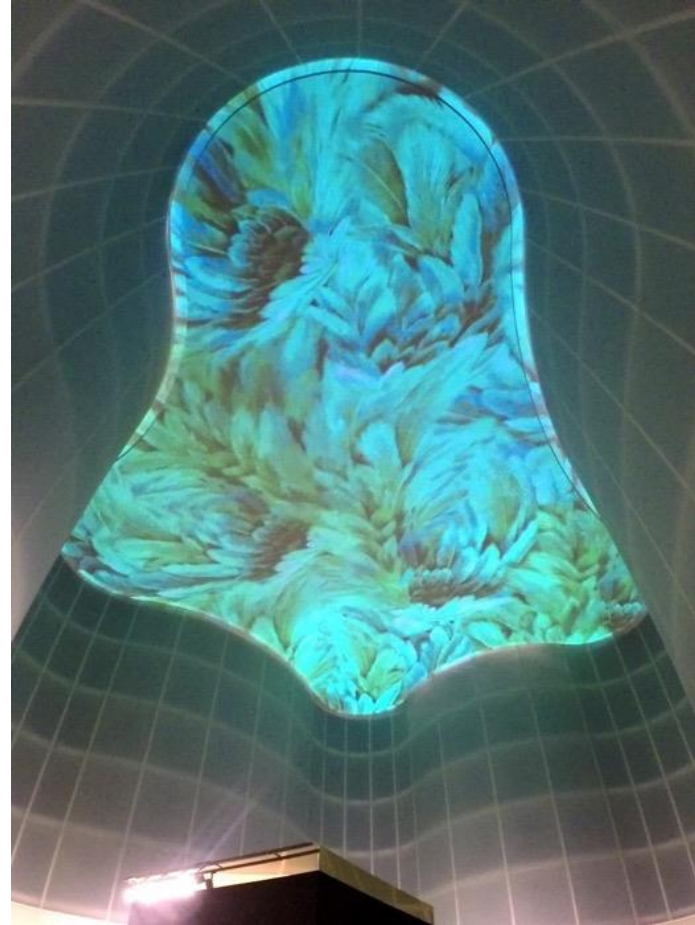
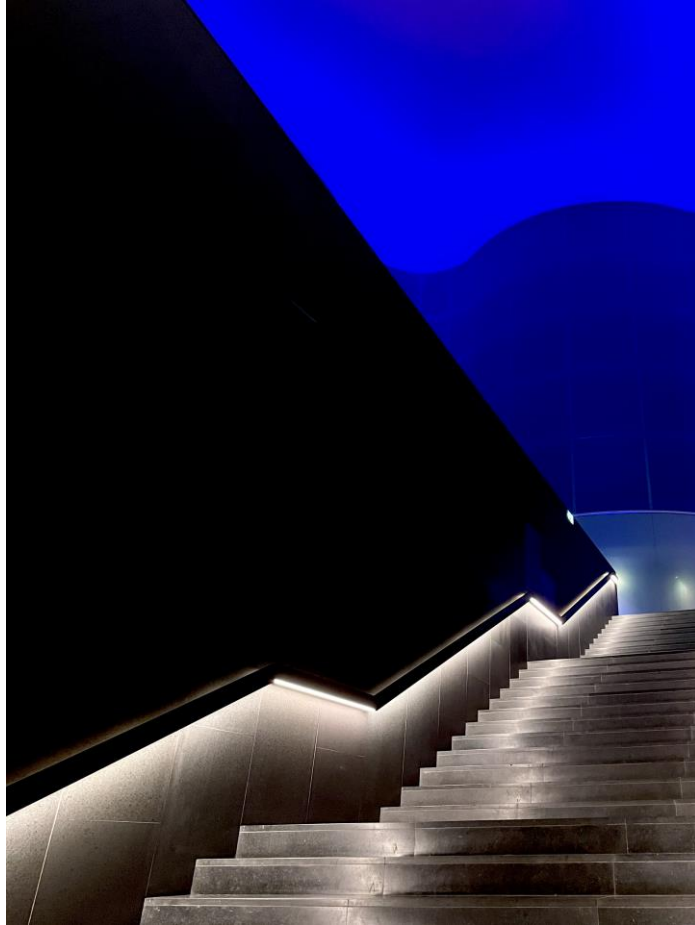
SPAZI EVENTI – NUVOLA



Catering standing

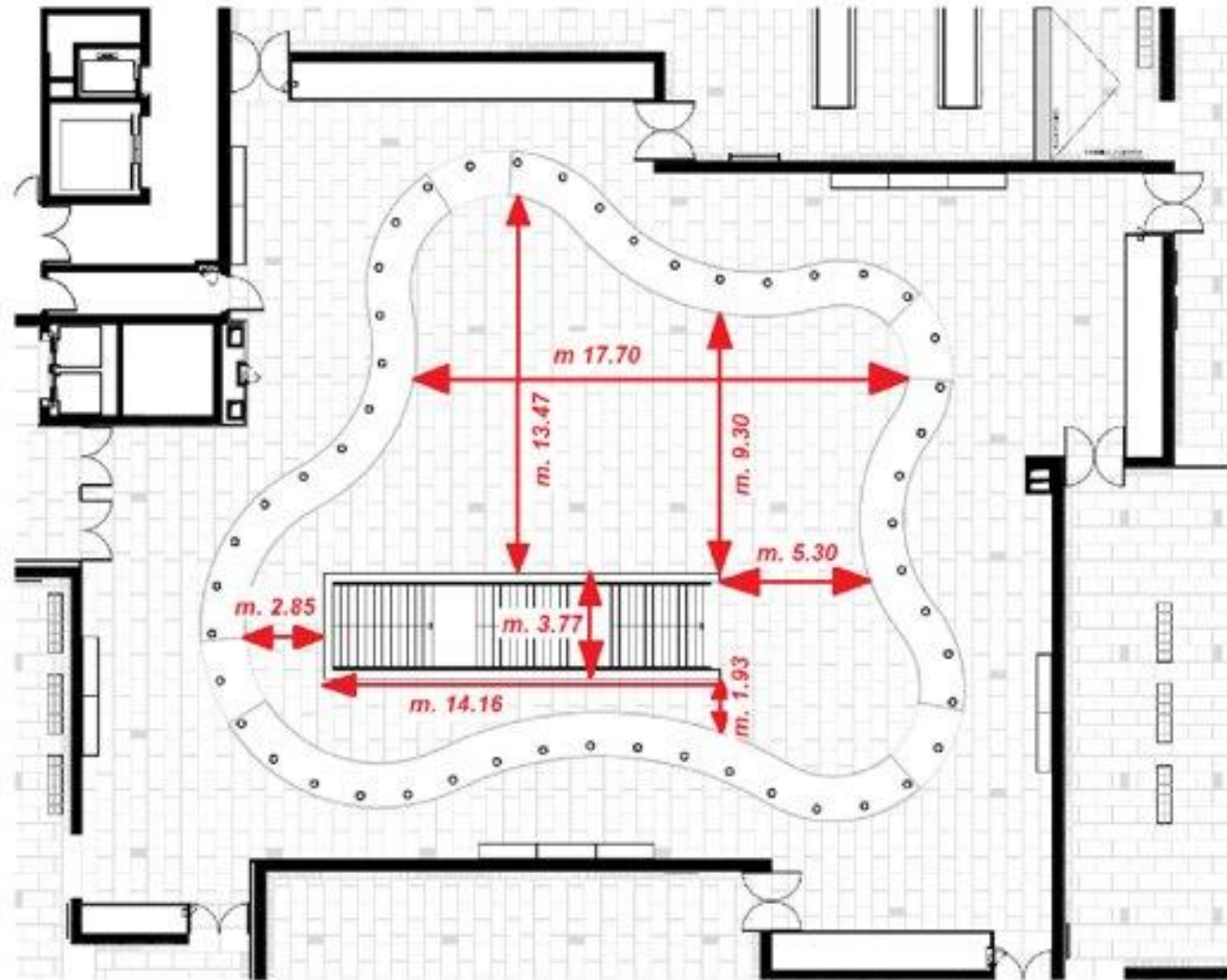


SPAZI EVENTI – NUVOLA



Esempi di personalizzazione dello spazio

EVENT SPACES | NUVOLA



EVENT SPACES | NUVOLA



- Events in Agorà are only permitted when the museum is closed: every day after 7:30 p.m. or on Mondays before 2:30 p.m., except Thursdays and Saturdays when the museum closes at 10:30 p.m.
- Private events* such as dinners, aperitifs, fashion shows** and *showcooking* (intended as plating), etc. are allowed.
- Only corporate events are allowed



- No public entertainment 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

**Private events are to be considered all events that involve the direct invitation to attendees by the organizer. These events should not be publicized and third parties are not allowed to enter. Registration at the entrance cannot result the event as private; a nominal direct invitation is always required.*

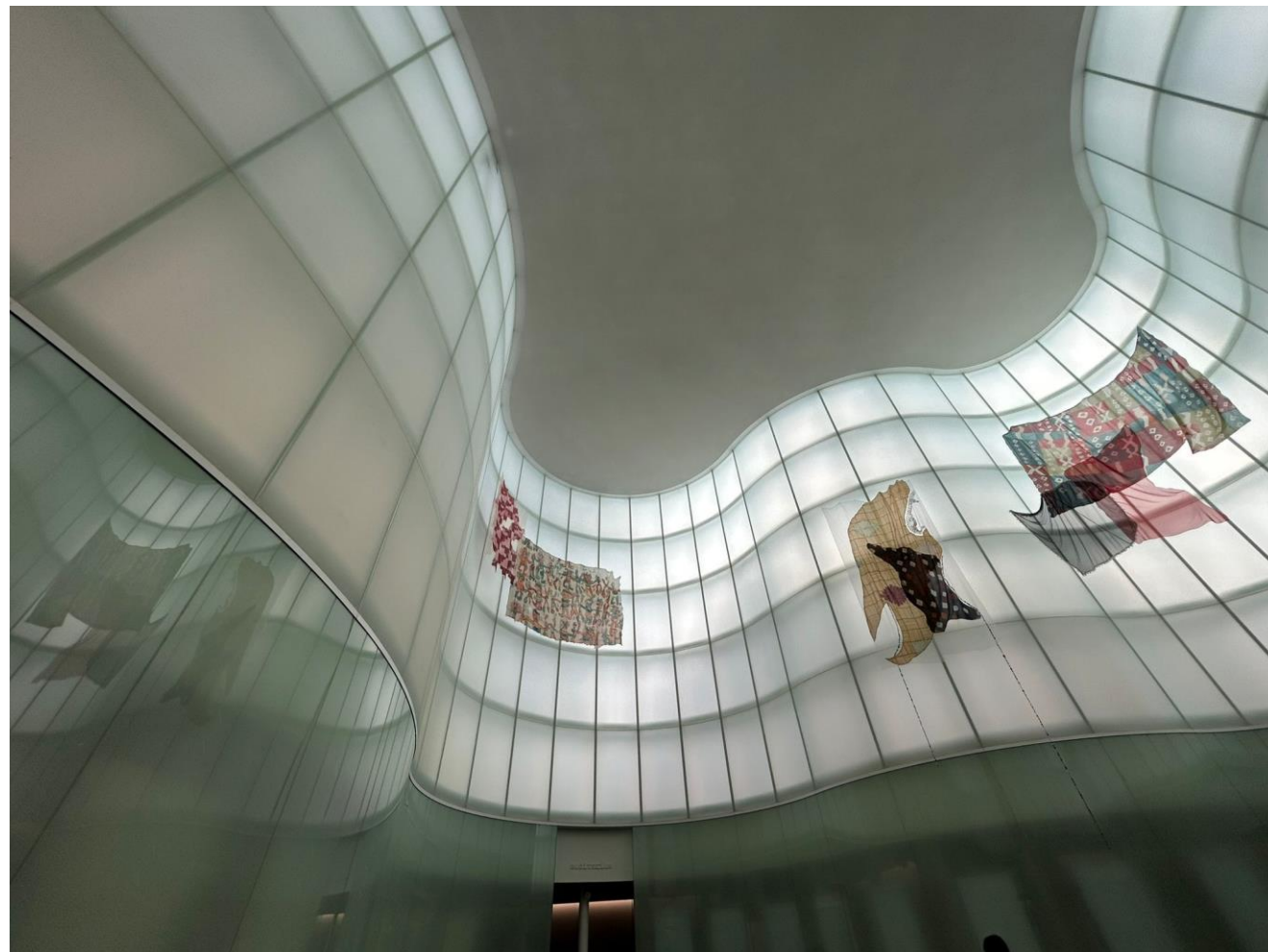
***Permission must be obtained from the City of Milan by the Principal.*

LUCI DIETRO TRACCE INCOMPIUTE – MARIANA CASTILLO DEBALL

From October 19th, 2023 in the Agorà we will host a site-specific textile installation entitled *Lights behind unfinished tracks* by the Mexican artist Mariana Castillo Deball.

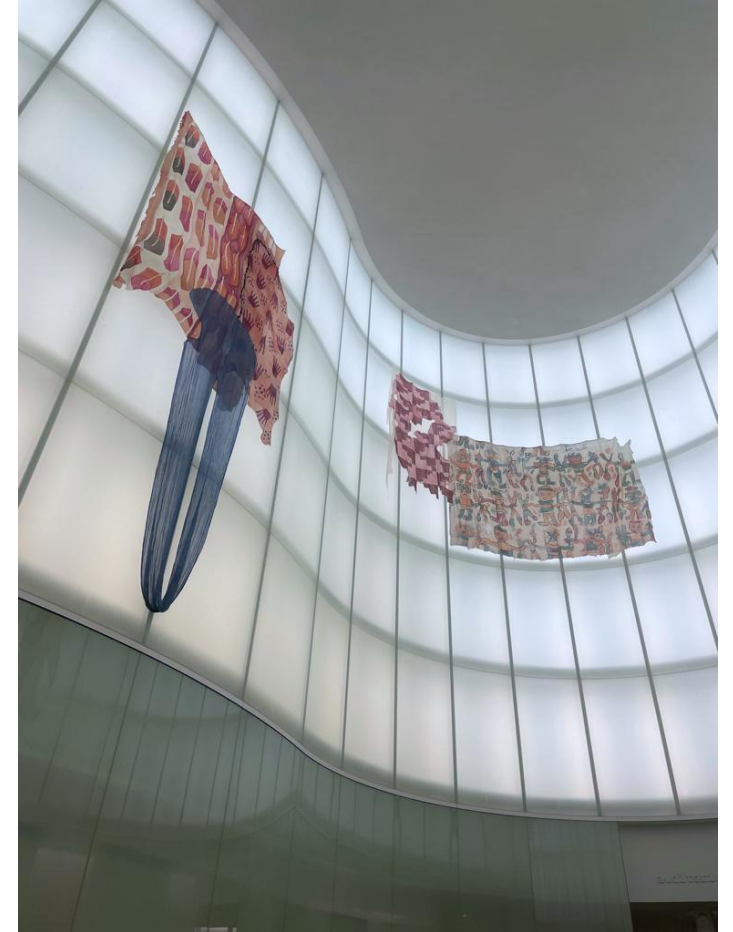
The work, set up on the entire perimeter of the Agorà, proposes on fabric some decorative motifs taken from the works of the collections of the Museum and is installed on some portions of the perimeter windows of the Agorà.

The artist's work, which is part of Mudec's vision of expanding contemporary activities, is undoubtedly an added value for the space.



From October 19^o, 2023

OPERA *LUCI DIETRO TRACCE INCOMPIUTE* – MARIANA CASTILLO DEBALL



EVENT SPACES | AUDITORIUM

AREA: 295 MQ

CAPACITY: 200 PERSONE

On the first floor of the Museum is the **Auditorium**, a two-hundred-seat theatre that lends itself to hosting **conferences**, **company meetings** and **workshops**. It is equipped with a Foyer (maximum capacity of 50 people at the same time) in which welcome coffees and cocktails can be provided.

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

ROOM EQUIPMENT (FURNITURE)

- Removable platform (8 modules of 2x1m)
- Telescopic folding grandstand
- 6 Cassina CAB Stools, 55x51x112 cm, briarwood
- 6 Dezza Poltrona Frau armchairs, ribes
- 1 gray-colored podium with led screen



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

- 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)
- 1 guard personnel



EVENT SPACES | AUDITORIUM



Retractable telescopic grandstand (130 seats)

EVENT SPACES | AUDITORIUM



Tribuna telescopica con aggiunta di sedute

EVENT SPACES | AUDITORIUM



Esempi di personalizzazione dello spazio

EVENT SPACES | AUDITORIUM



Esempi di personalizzazione dello spazio

EVENT SPACES | AUDITORIUM



Esempi di allestimento

EVENT SPACES | AUDITORIUM



Possibilità di realizzare Team building

EVENT SPACES | FOYER

CAPACITY: 50 PEOPLE

The Auditorium is equipped with a Foyer where it is possible to arrange welcome coffees and cocktails while the Museum is open for up to 50 people at the same time.

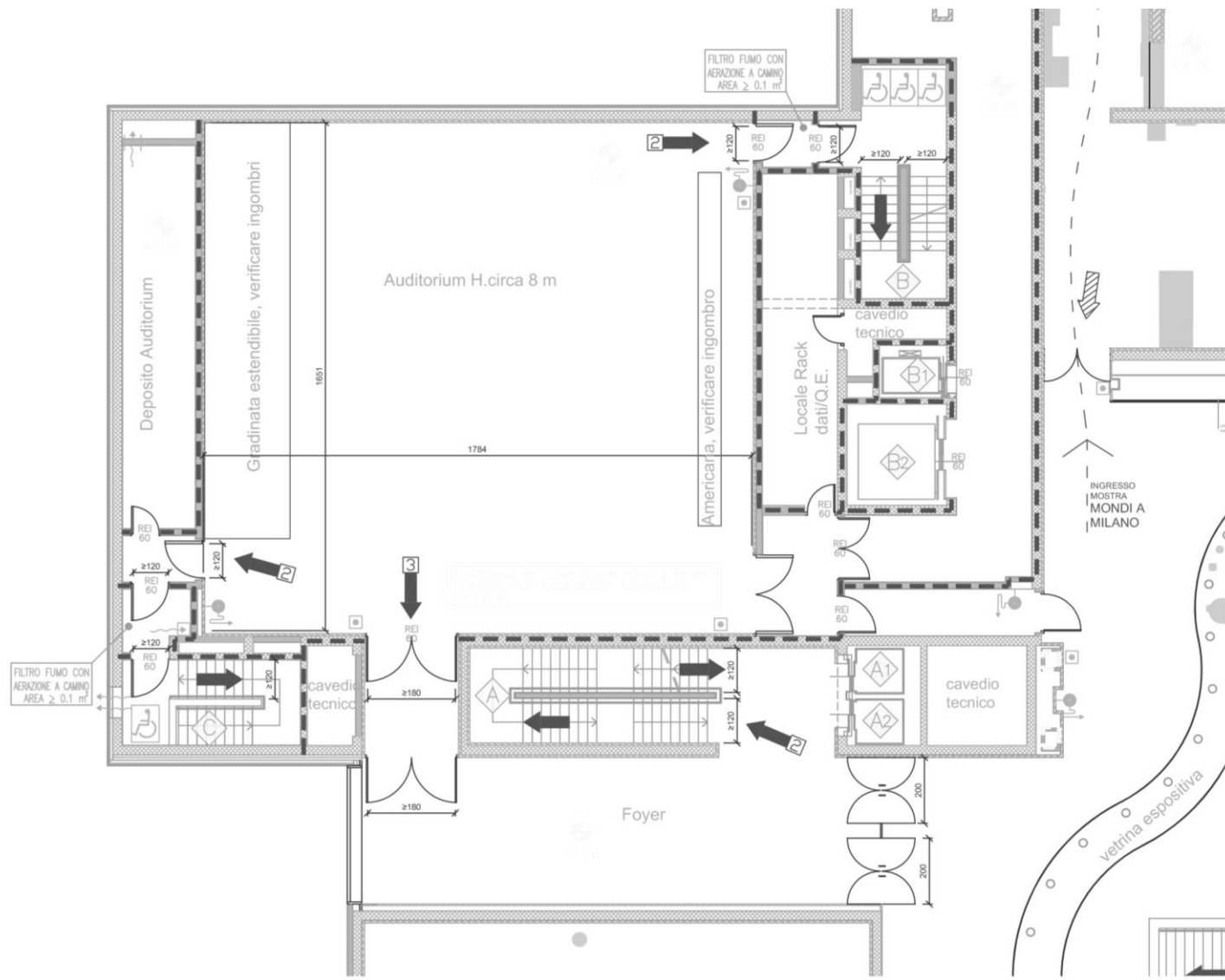
As well as the Auditorium, the Foyer can also be used when the Museum is open.



EVENT SPACES | FOYER



EVENT SPACES – AUDITORIUM / FOYER



EVENT SPACES | AUDITORIUM



- It is also possible to hold events in the Auditorium during the Museum opening hours [it has independent access]
- The following types of private events** may be held in the Auditorium: conferences, seminars, conventions, corporate meetings
- It is also possible to activate a temporary license to open events such as meetings, conferences and conventions to the public through a request from the Principal to the municipal office in charge [procedure to be activated at least 30 days before the event date]
- Only corporate events are allowed



- No public entertainment events are allowed to be held inside the Auditorium
- No catering or activities involving the consumption of food or drink is allowed inside the Auditorium

EVENT SPACES - INNOVATION CENTER 2

AREA: 227 MQ

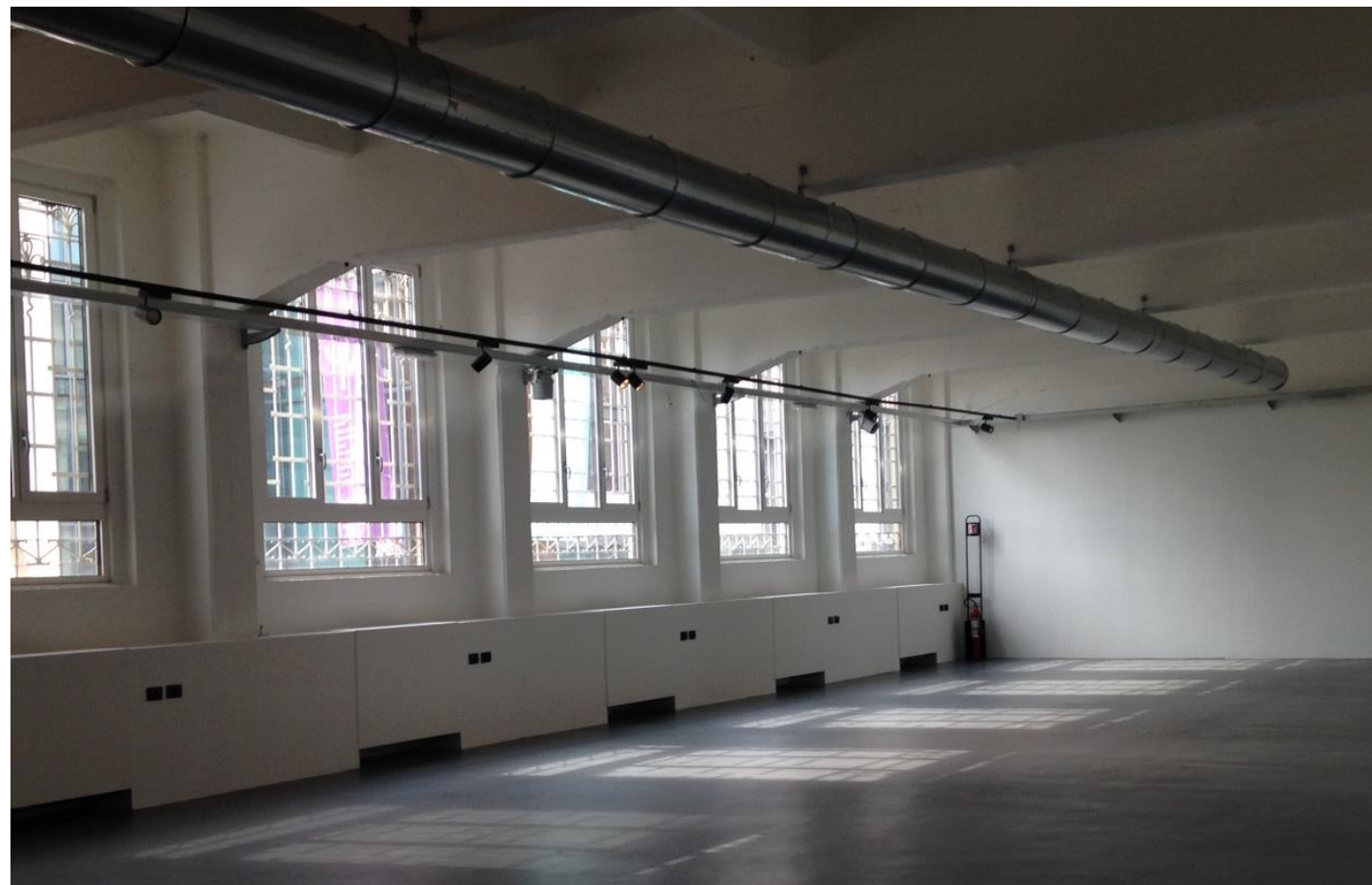
CAPACITY: 50 PAX simultaneously

1 EMERGENCY EXIT

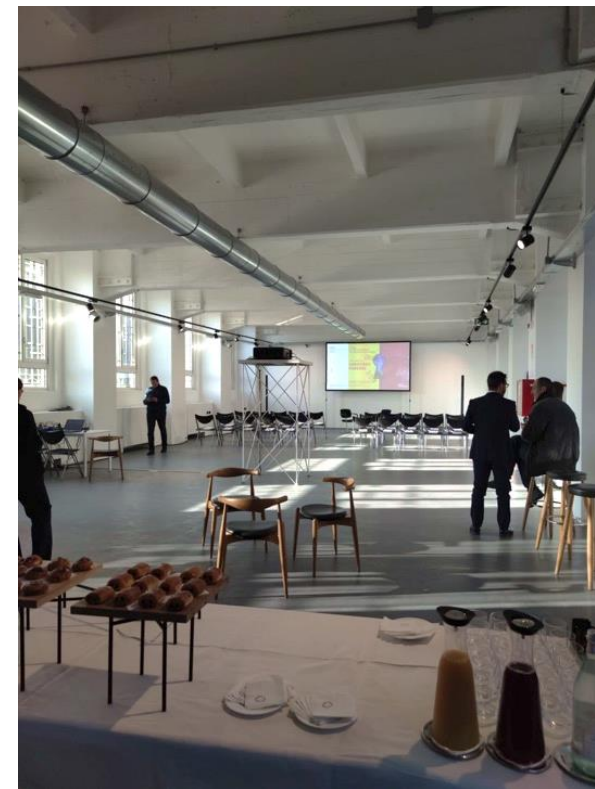
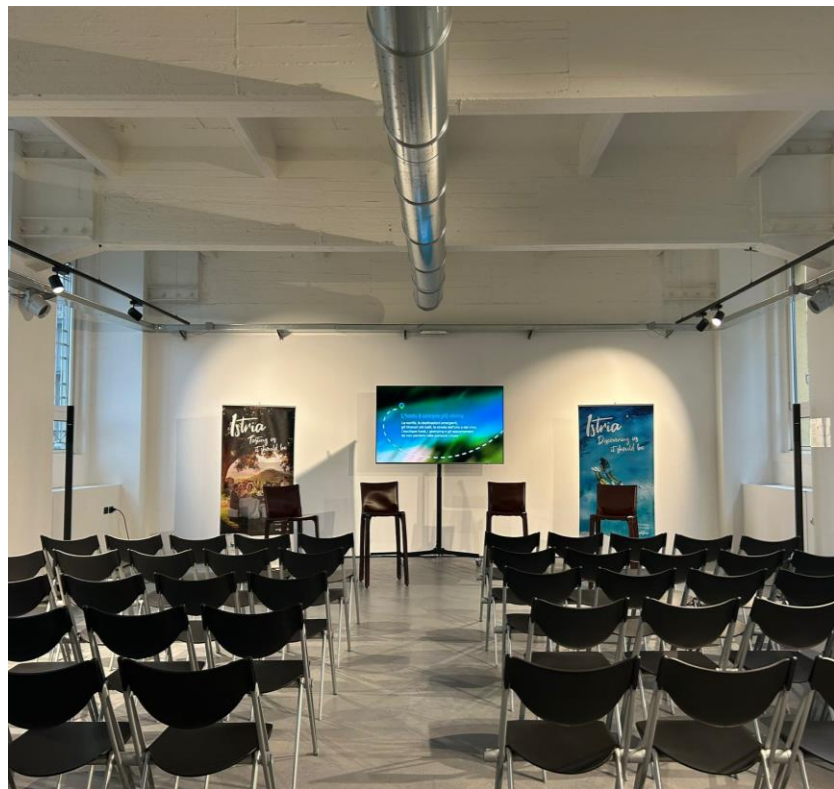
The space was created by recovering the industrial archaeology complex of the Ex Ansaldo area.

An **open space with no internal divisions** or structural elements, directly accessible from the Mudec courtyard. Lighting is guaranteed by the double exposure on Via Tortona and on the internal area of the Museum.

The space is not intended to host public entertainment events. It is possible to organise commercial activities with direct sales or private events behind closed doors.



EVENT SPACES - INNOVATION CETER 2



Allestimento per meeting con servizio catering

EVENT SPACES - INNOVATION CENTER 2



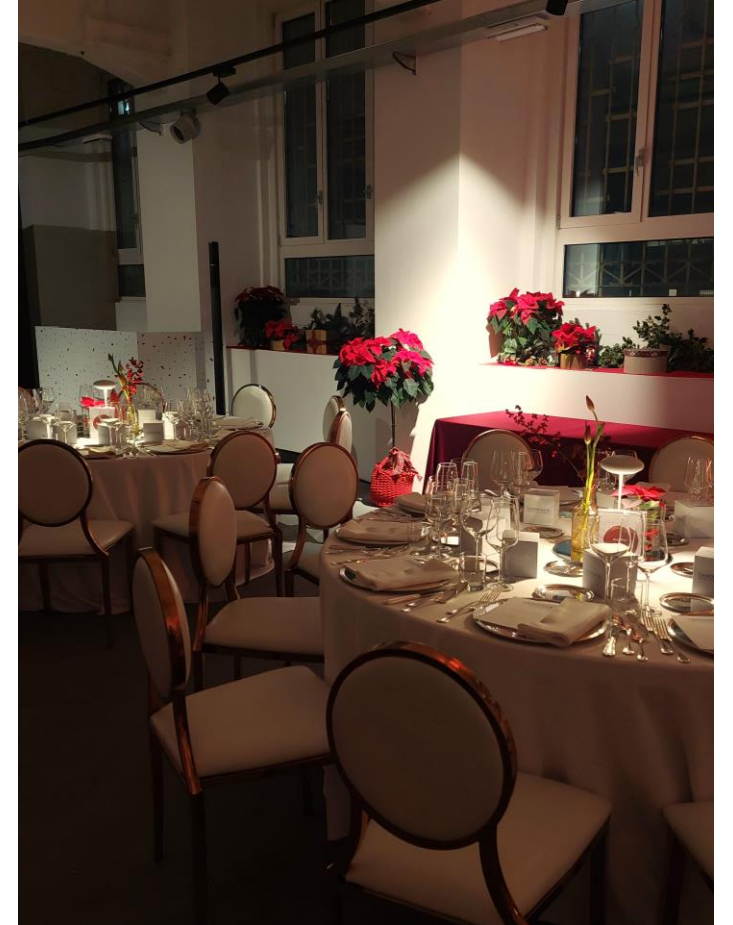
Setting up for Temporary Store

EVENT SPACES - INNOVATION CENTER 2



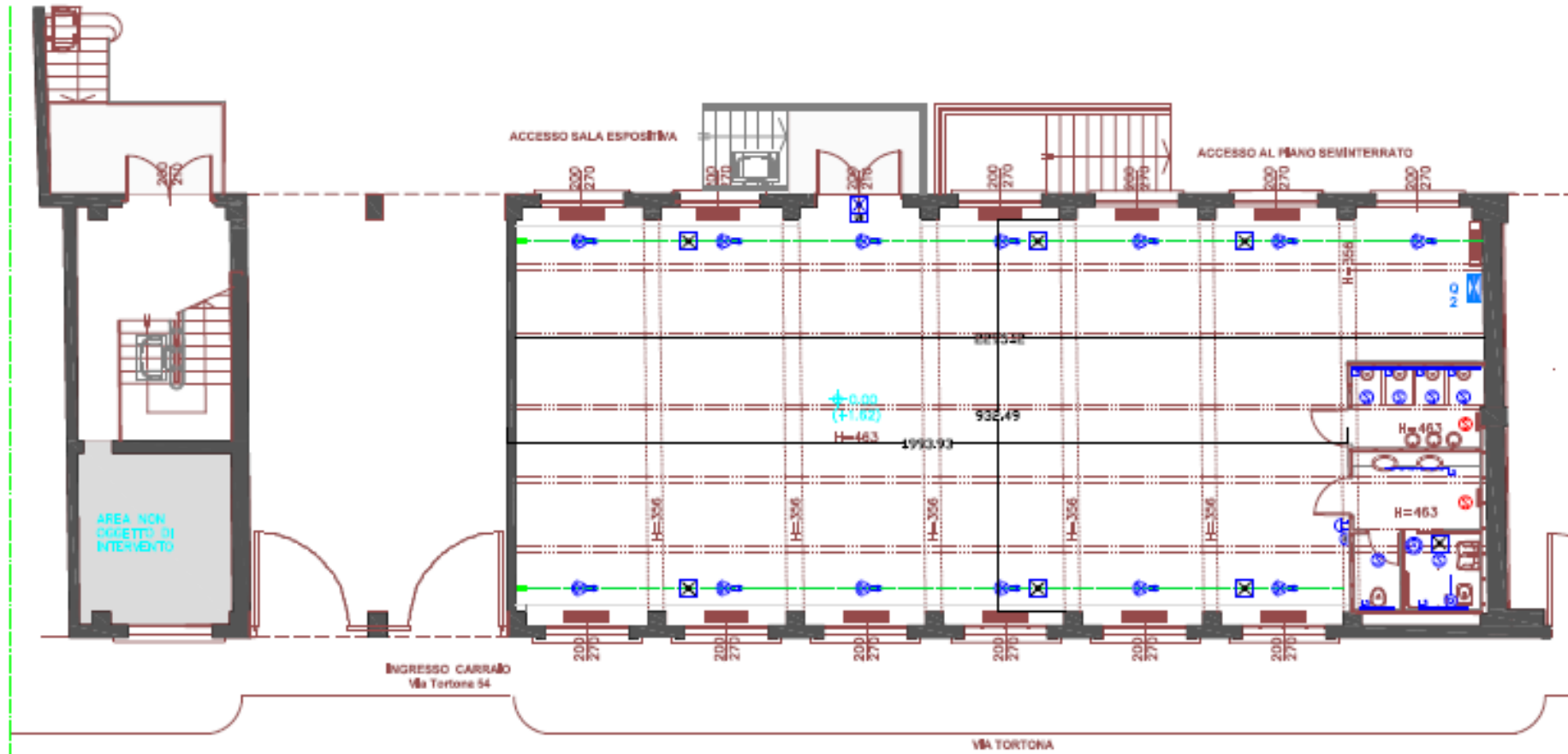
Setting up for Temporary Store

EVENT SPACES - INNOVATION CENTER 2



Setting up Dinners placée

EVENT SPACES - INNOVATION CENTER 2



EVENT SPACES - INNOVATION CENTER 2



- The organisation of private** events such as workshops, welcome coffees or aperitifs is permitted within Innovation Center 2, but the main activity recommended within the space is that of a commercial nature (e.g. Temporary Store) with a sales SCIA opening
- Only corporate events and/or business activities are allowed



- No public entertainment events are allowed inside Innovation Center 2.

MUSEUM EQUIPMENT - LED TOTEM

To support events [within the spaces of the Mudec only] and their staging, it is possible to apply for the use of one of the LED Totems supplied for museum communication activities.

A single digital "rollup" can be used both during museum opening hours and for events organised when the museum is closed. After exhibition closing time, it will be possible to rent a further 4 totems, to be used separately.

TECHNICAL SPECIFICATIONS

Video format: mp4

Resolution: 192 x 640 px

TOTEM RENT

€ 250 + VAT ea. a day [*]

** Price does not include: handling, portorage service, loading, graphic design and restoration*



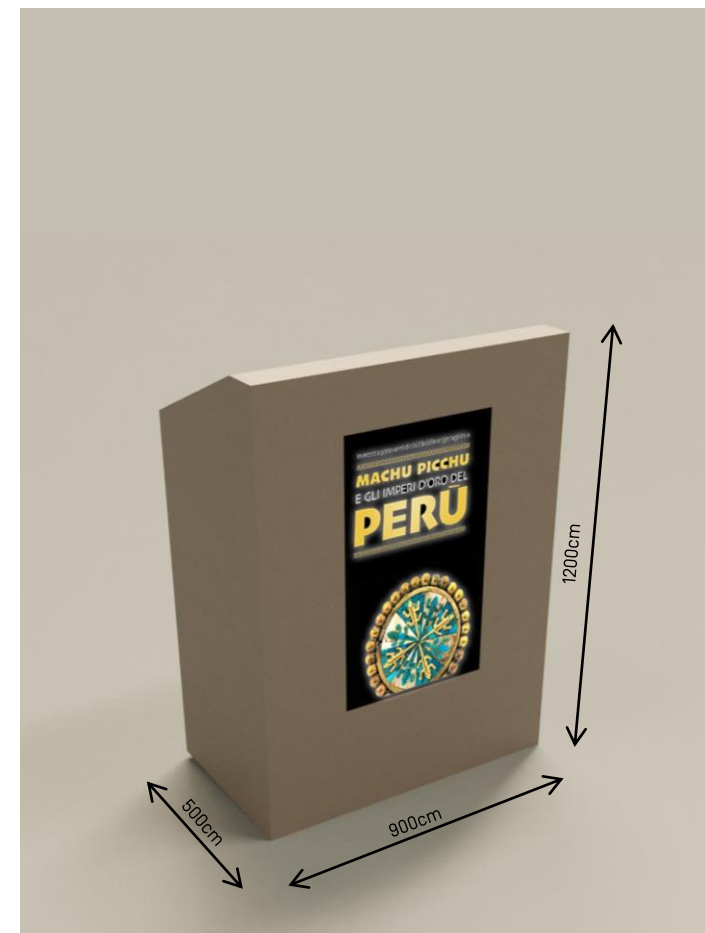
MUSEUM EQUIPMENT - ACCREDITATION DESK AND PODIUM

In order to support the organization of events at the Museum, some equipment for which the Client can apply.

- Dove-colored accreditation desk
- Dove gray podium with led screen for sharing content
- No. 6 Cassina CAB stools, 55x51x112 cm, briar color
- No. 6 Dezza Poltrona Frau armchairs, currant color

GRAPHIC INSERTION FOR PODIUM
CUSTOMIZATION

€ 150 + VAT per event



MUSEUM EQUIPMENT - SEATING



No. 6 Cassina CAB stools, 55x51x112 cm, briar color



No. 6 Dezza Poltrona Frau armchairs, currant color

MUDEC LAB

AREA: 210 MQ

CAPACITY: 40 TOTAL PERSONS (KIDS AND ADULTS)*

The Mudec Lab is a space entirely dedicated to children, set up for thematic workshops, school and family activities and birthday parties.

In collaboration with MUDEC Educational, it is possible to create dedicated educational projects that can be enjoyed by the public of children and families who gravitate around the museum.

EQUIPMENT

30 low stools

5 low tables with castors (not always present)

2 wooden blackboards

1 light table for children only (base 50 cm, length approx. 2m)

1 television set (65")



MUDEC LAB



MUDEC LAB



DESIGN STORE

AREA: 140 MQ

The **Design Store** aims to be a reference for **contemporary design** trends. It draws inspiration from the permanent collection of the Museo delle Culture by collecting different types of objects: from jewellery, accessories, books to furniture by the new masters of design.

A **Wunderkammer** that aims to intrigue its guests or visitors to the Museum

Within the space it is also possible to evaluate the display and sale of the customer's products through **dedicated corners**.*

**Products must be in line with the Museum's identity and values.*



Opening hours:
Monday 14:30 - 19:30
Tuesday, Wednesday, Friday and Sunday 09:30 - 19:30
Thursday and Saturday 09:30 - 22:30

MUDEC BISTROT

AREA: 425 MQ

The **Mudec Bistrot** overlooks the Mudec courtyard through large opening windows.

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

The venue, managed by Enrico Bartolini, can be rented entirely when the museum is closed, or partially during museum opening hours using the two side wings.



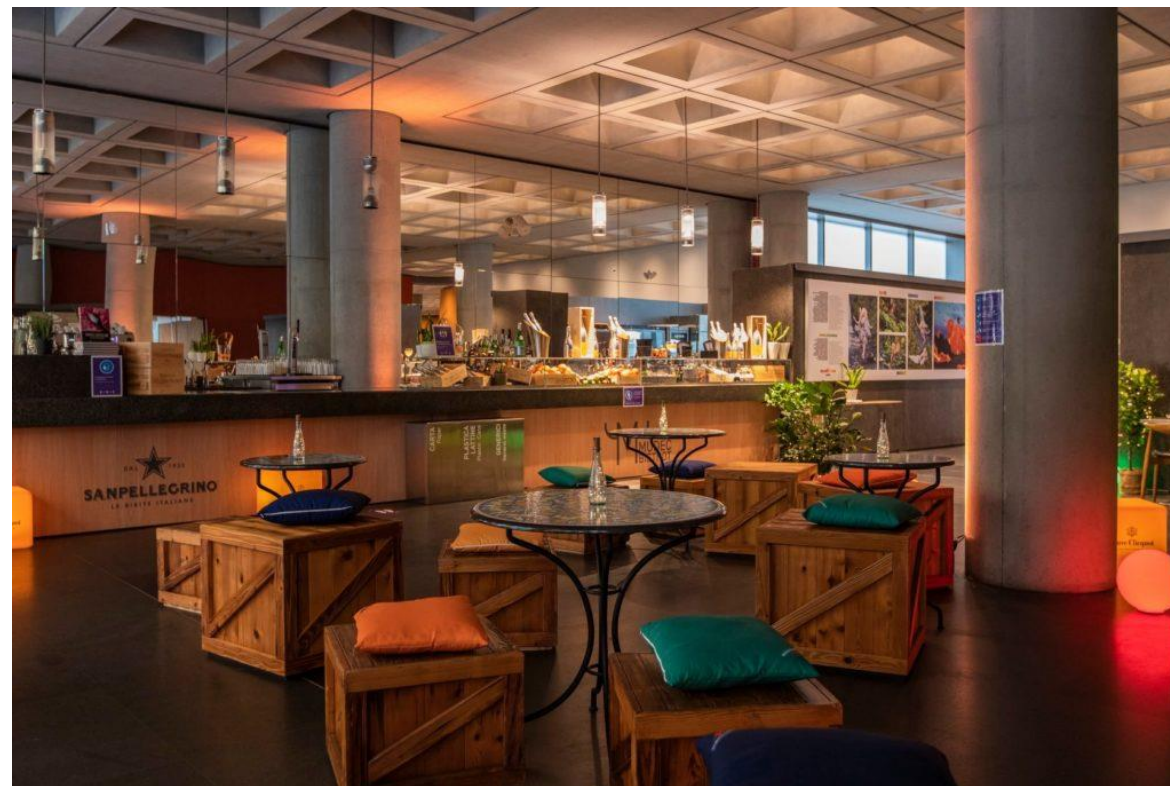
Opening hours:

Monday 2:30 p.m. - 7:30 p.m.

Tuesday, Wednesday, Thursday and Friday 08:00 - 19:30

Saturday and Sunday 09:00 - 22:30

MUDEC BISTROT



MUDEC BISTROT – ART WALL

Il 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 are Steve McCurry and Denis Rouvre.

Through the creation and display of an art project on the Art Wall, the client has various communication possibilities, such as the development of brand image and the promotion of a new production line.



MUDEC BISTROT – ART WALL



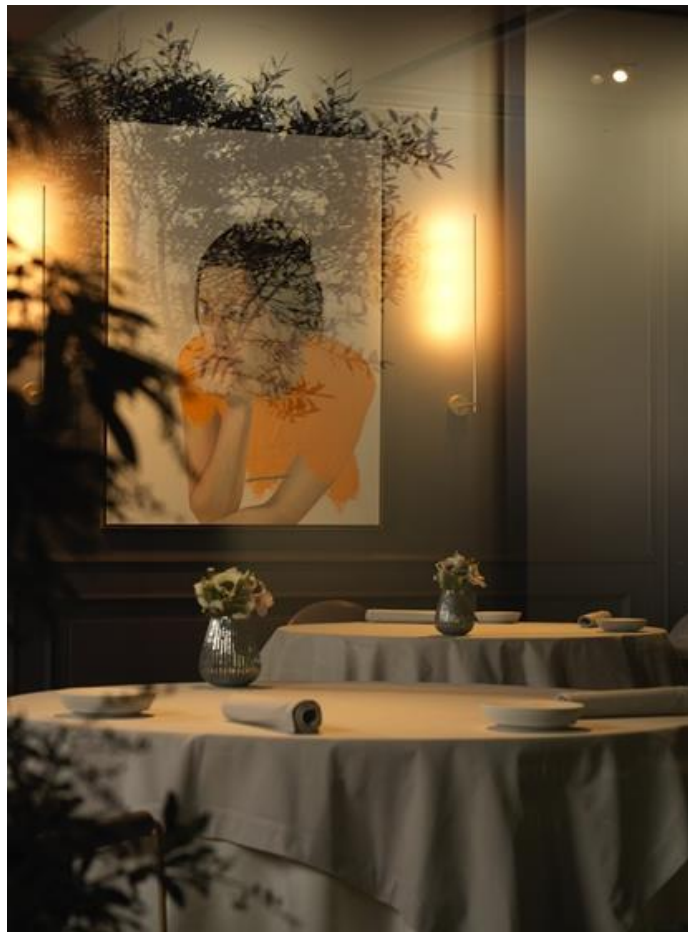
MUDEC RESTAURANT

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

The Mudec Restaurant is managed by Enrico Bartolini, a 3-star Michelin chef.

Enrico Bartolini's resourcefulness, research, innovation, perseverance and balance are well reflected in his cuisine. His team's gastronomic 'motto', *Be Contemporary Classic*, arouses great interest in the food world and beyond; the values of the past and present come together to create original and balanced flavours.

The Enrico Bartolini Restaurant can also be rented exclusively for dinners and lunches for up to 42 covers, with prices to be assessed together with the manager on the basis of the service required and the period.



Opening hours:
12:30 to 2 p.m. and 7:30 to 10 p.m.
Closed Mondays and Sundays

T.: 02.84.293.701 (mar-sab)
E.: ristorante@enicobartolini.net

MUDEC PARKING

MUDEC is equipped with a large underground parking lot, operating 24 hrs.

Customers have the option of reserving parking spaces for their events, compatible with the capacity of the parking lot for the day in question.





DOCUMENTATION

DOCUMENTATION

In order to proceed with the realization of the event, it is requested:

- **Third Party Liability Insurance Policy** for the entire duration of the event, including the time required for the set-up and dismantling phases. By way of example and not limitation, the same must be extended to cover material damage, to the structures and their contents, including any damage caused by the participating public (including vandalism)
- Timeline of the event

In addition, depending on the configuration of the event, the following documents may be required:

- **Certifications of Conformity to CE Regulations** of installed furniture and machinery and **Certification of fireproofing** of materials (Class 1) of set-up used
- **Set-up project** certified by appointed technician
- **Electrical project** sworn by appointed technician
- **D.U.V.R.I.** duly integrated in accordance with Legislative Decree 81/08

Depending on the configuration of the event and the type of set-up planned, we reserve any further steps with our Safety Manager and documentary request.

We also point out that in the case of background music, the completion of SIAE paperwork is the responsibility of the event patron.

A stylized world map with a grid overlay, centered on the Atlantic Ocean. The map is rendered in a light gray color against a white background. The grid lines are thin and light gray, creating a subtle pattern over the map's outline. The word "ECONOMICS" is written in a bold, black, sans-serif font on the left side of the map.

ECONOMICS

ECONOMICS

RENT AGORÀ

UP TO 50 PEOPLE € 5.000 + VAT
FROM 51 TO 100 PEOPLE € 6.000 + VAT
FROM 101 TO 150 PEOPLE € 7.000 + VAT
FROM 151 TO 200 PEOPLE € 8.000 + VAT
FROM 201 TO 300 PEOPLE € 9.000 + VAT

DURING MILAN'S WEEKS € 10.000 + VAT

**All prices include standard security and guard services from 19.30 to 24.00. Audio and video services and personnel beyond the indicated hours will be charged separately. Set-up and dismantling of the space will also be charged*

*** If the event provides for a particular layout of the space, the listing may be subject to additions to be assessed specifically depending on the complexity of the necessary activities*

**** Prices do not include Enrico Bartolini's Catering Service, which will be listed separately on the Client's specifications*

***** The use of the Agora is only permitted from 19:30 onwards, excluding Thursdays and Saturdays. On Mondays, use is permitted until the Museum opens [14:30].*

ECONOMICS

RENT INNOVATION CENTER 2

FULL DAY € 5.000 + VAT

HALF DAY € 2.500 + VAT

1 MONTH €20.000 + IVA

DURING MILAN'S WEEKS €25.000 + VAT

**Prices do not include guard and security services and standard audio and video services and any additional days for set-up and break-down*

*** Any set-up and dismantling of the space has to be paid for by the Client.*

****Prices do not include Enrico Bartolini's Catering Service, which will be listed separately based on Client's specifications*

ECONOMICS

RENT AUDITORIUM

FULL DAY € 8.500 + VAT

HALF DAY € 6.000 + VAT

DURING MILAN'S WEEKS € 10.000 + VAT

**Prices include guard and security services and standard audio and video services*

*** Set-up and dismantling of the space will be charged to the Client*

****Prices do not include the Enrico Bartolini's Catering Service, which will be listed separately on the Client's specifications*

ECONOMICS

VISITE GUIDATE A PORTE CHIUSE - MUDEC	PREZZO
Exclusive exhibition visit for up to 25 people	€ 4.500 + VAT
Exclusive exhibition visit for up to 50 people	€ 6.000 + VAT
Exclusive exhibition visit for up to 100 people	€ 8.000 + VAT
Exclusive exhibition visit for up to 150 people	€ 10.000 + VAT
Exclusive exhibition visit for up to 250 people	€ 12.500 + VAT

VISITE GUIDATE A PORTE CHIUSE – MUDEC PHOTO	PREZZO
Exclusive exhibition visit for up to 25 people	€ 3.500 + VAT
Exclusive exhibition visit for up to 50 people	€ 4.500 + VAT
Exclusive exhibition visit for up to 100 people	€ 6.000 + VAT
Exclusive exhibition visit for up to 150 people	€ 7.000 + VAT
Exclusive exhibition visit for up to 250 people	€ 8.000 + VAT