

# ARGE Conference

12<sup>th</sup> & 13<sup>th</sup> September 2024

Milan - Italy



## Conference Place: Milan

- In 2024 the ARGE conference will be held in Italy in **Milan**, metropolis in the North of Italy and capital of Lombardia.
- Milan is the world capital of fashion and design, it is the headquarters of the Italian Stock Exchange, it is a famous financial centre and more. It is also home to exclusive shops and gourmet restaurants where you can enjoy typical Mediterranean cuisine.
- The Gothic-style *Duomo* and the convent of *Santa Maria delle Grazie*, which houses Leonardo da Vinci's fresco '*L'ultima cena*', bear witness to the city's artistic and cultural heritage.



# Introduction

DAY	Business program		Partner program	
12th	10:30 – 12:30 am	Assembly – Closed Meeting <i>(TBD)</i>	13:00 pm	Lunch at Vik Pellico Otto <i>(TBD)</i>
			14:00 pm	Pick up from the hotel
	12:30 am – 14:30 pm	Welcome Buffet	15:00 pm	Visit of the «L'ultima Cena» in Santa Maria delle Grazie Church <b>30 minutes</b> ITA/ENG
	14:30 – 17:30 pm	First part	16:00 pm	Transfer to Magna Pars and visit the «Parfum Lab»: How to create a parfum <b>45 minutes</b> ITA/ENG
	20:30 – 23:00 pm	Gala Dinner – 80/100 people	17:00 pm	Tea time for ladies in the gardens of Magna Pars
			17:30 pm	Back to the Congress Hotel by bus
13th	9:30 – 12:30 am	Second part + Coffee break	9:30 am	Pick up from the hotel
			10:00 am	Guided tour of the Duomo Cathedral <b>30 minutes</b>
	12:30 am – 13:45 pm	Lunch Buffet	10:45 am	Guided visit to Real Palace <b>30 minutes</b>
			11:30 am	Back to the Congress Hotel by bus

date

2024

September 12th - 13th



location

Milan, Italy



delegates

60/70 people

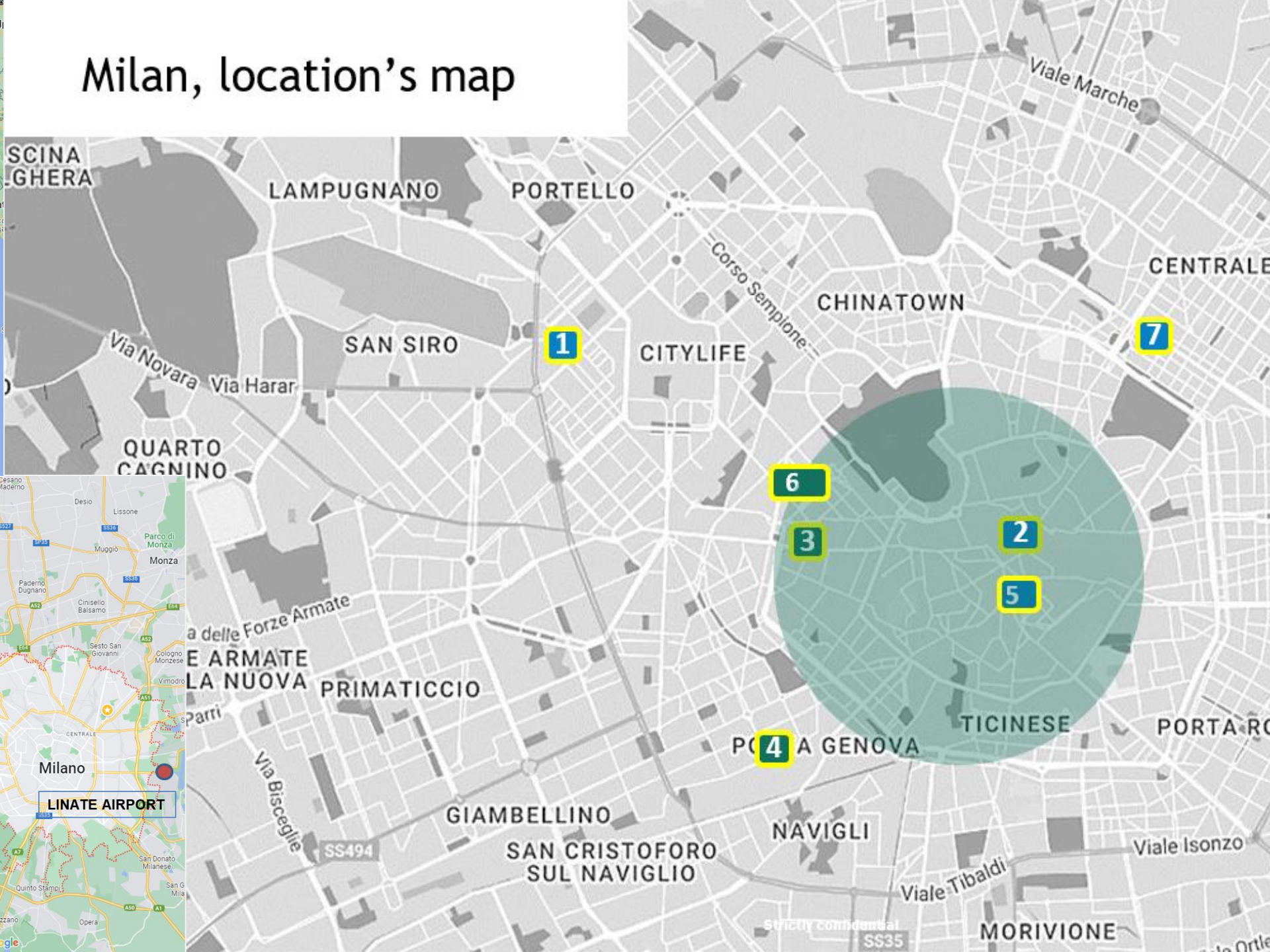
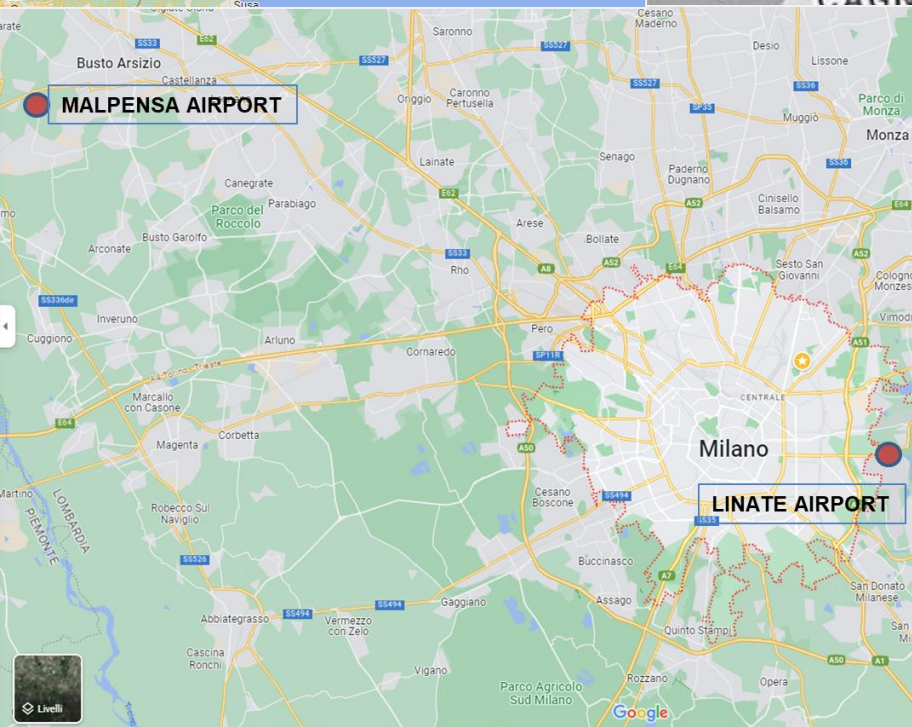
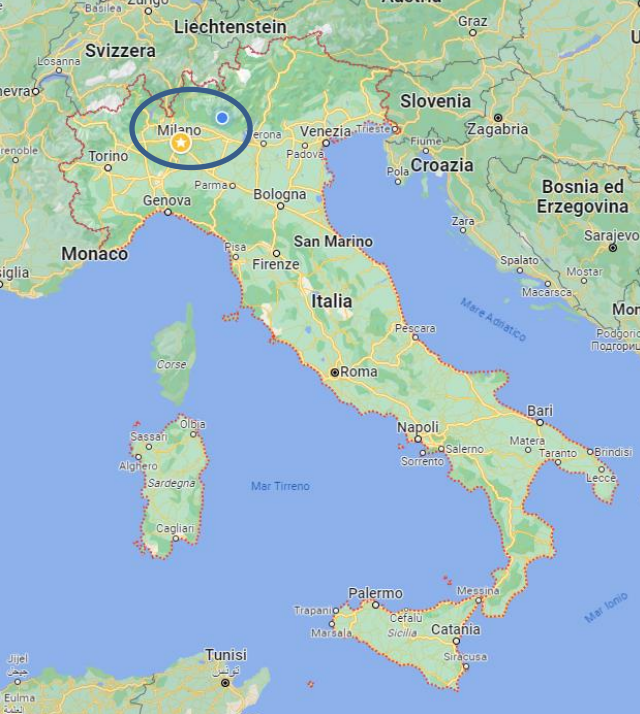


partners

10/20 people



# Milan, location's map





## Hotel selection

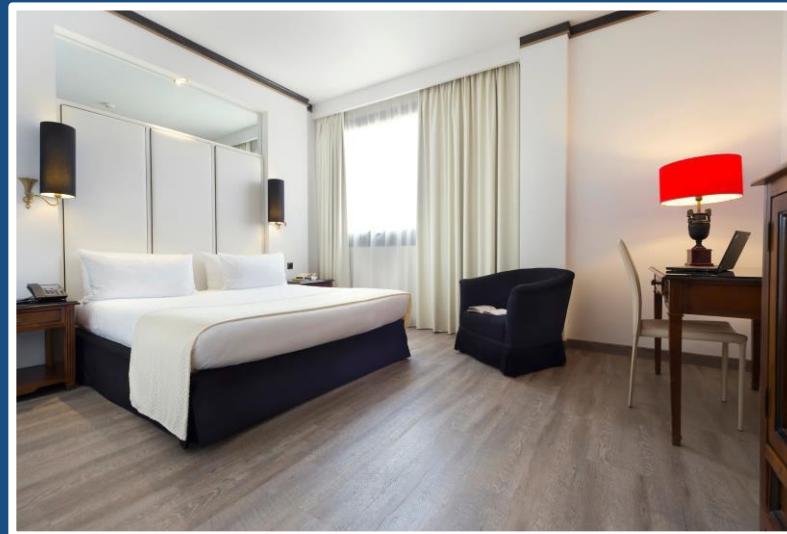
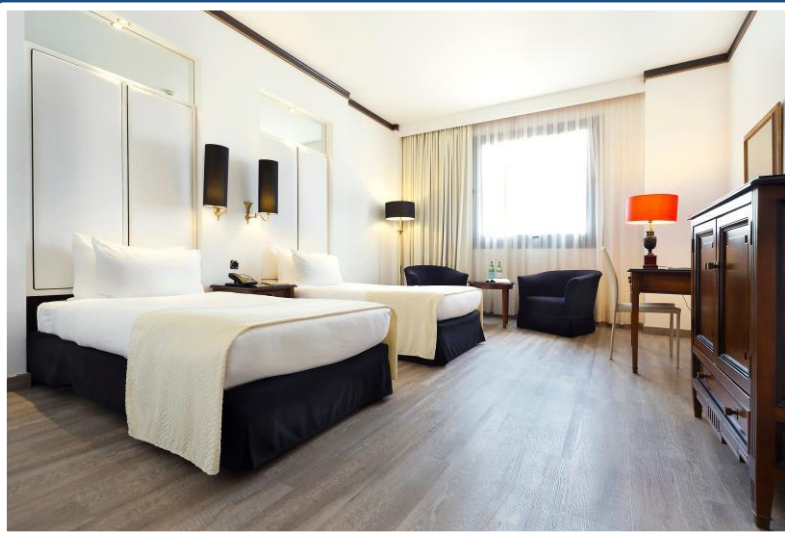
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Hotel Melià Masaccio

# Hotel Melià Masaccio

## The classy rooms

You can find both refinement and functionality in the design of a room with impeccable minimalist furnishings and a bright, welcoming environment.



*In the booming district of **Zona Lotto***

*Fully renovated, it reflects the **innovative design and elegance** for which Milano is famous and also offers facilities that can only be admired.*

*Exclusive suites and rooms plus the added benefits of The Level service.*





Room set up with auditorium setup - speakers' table, podium, platform, screen, sound and video projector system, hospitality desk for two seats including amplification with one microphone, screen and flip chart, 3000AL video projector, pens and water.





### *Ristorante MaMi*

*MaMi proposes a culinary journey full of stories from different regions and secret corners of Italy. An experience with unique flavours to satisfy the most select tastes.*

*A first-class dining experience that has become a benchmark and source of inspiration throughout Milan. Here every recipe has a story to tell. And while you are at MaMi, you can also try our magnificent cocktails.*

Whether you're looking for a delicious four-course feast or a simple snack, MaMi (formerly Jigger Food & Cocktail) offers you a delicious culinary journey full of unique and iconic flavours.

## Gala Dinner TBC

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Westin Palace TBC





*Both inside and outdoors,  
bringing an innovative concept  
to the city and a new  
sophisticated backdrop for  
exclusive **gatherings and events**  
in the heart of Milan.*

Fresh and airy, the sizable 150sqm terrace brings easy socializing.  
The terrace is the ultimate place to relax, enjoy good conversation and host corporate  
events or casual gatherings up to 80 guests.



**Lunch Venue (partner program) TBD**

**2**

**Vik Pellico Otto TBD**

**MENU**

Roasted octopus with paprika,  
cream of potatoes and  
glasswort;

Grilled seabass fillet with pak  
choy sauce;

Tiramisu;

Coffee and friandises

**White wine**

Vermentino “Villa Solais”  
DOC 2022, Santadi

**Red wine**

Carignano “Grotta Rossa”  
DOC 2021, Santadi

Still and sparkling water,  
1 bottle of wine for every 3  
guests and coffee are included



Creative cooking inspired by a **fusion of tastes** from Italy, France and South America. Overlooking the famous Bull of the Galleria and featuring white **stucco Veneziano** and upholstered walls, is a perfect gathering space for dining, meeting, relaxing.



## Partner program activities TBD

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«L'Ultima Cena» in Santa Maria delle Grazie

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Magna Pars's «Parfum Lab»

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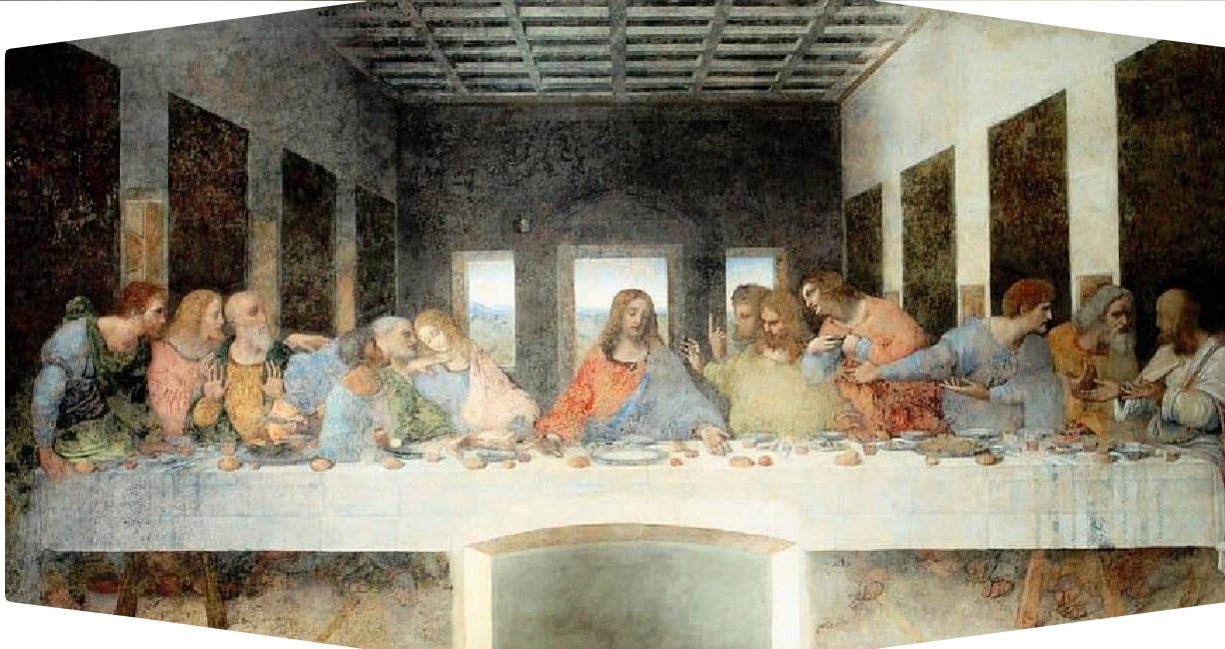
Duomo Cathedral and Palazzo Reale

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Historical tram tour

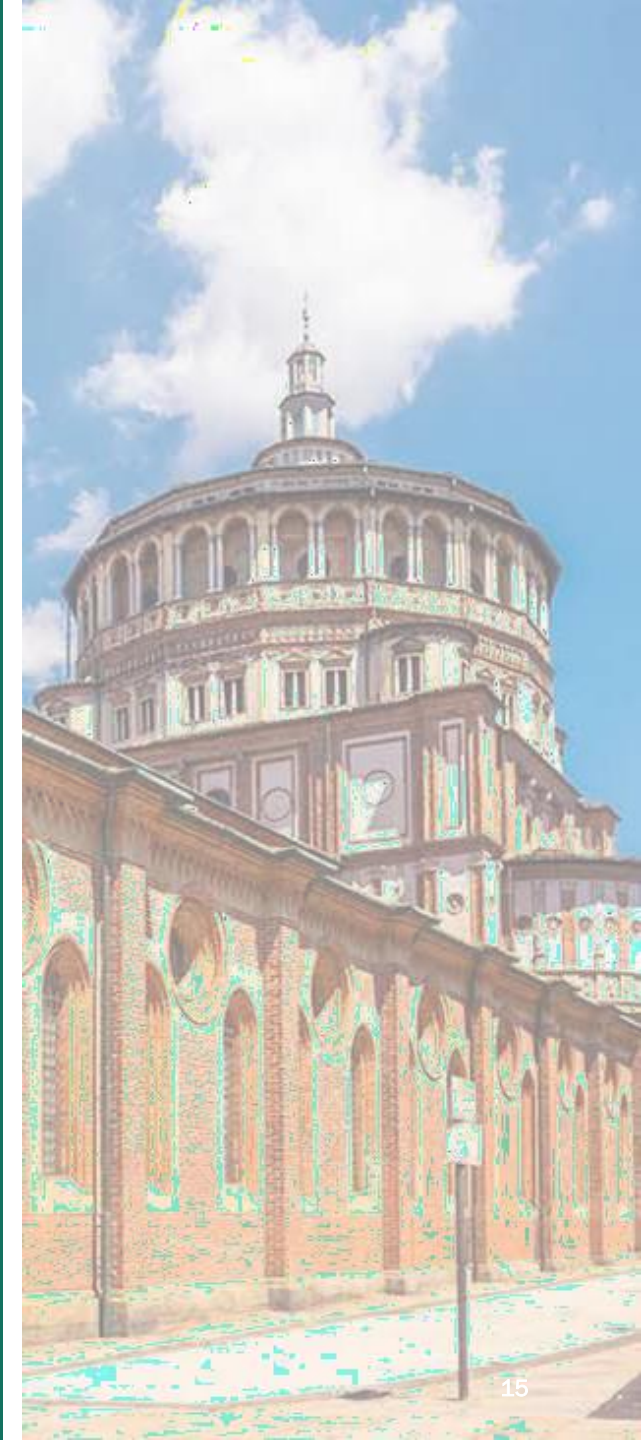


## «L'ultima Cena» in Santa Maria delle Grazie



«**L'ultima cena**» of Leonardo da Vinci is one of the most famous paintings in the world.

This artwork was painted between 1494 and 1498 and represents the last "dinner" between Jesus and his disciples.



# Magna Pars's «Parfum Lab»



Perfume laboratory  
**Labsolue** is the new perfume  
laboratory inside Magna Pars Suites  
Milano, the first hotel à parfum



## Labsolue perfumes

*Each perfume of the hotel was created by a world-renowned Perfumer or Nose. It olfactively characterizes each of the Suites at Magna Pars, the Hotel à Parfum.*

*The Sixty-eight Perfumes can be divided into three olfactory microspheres:*

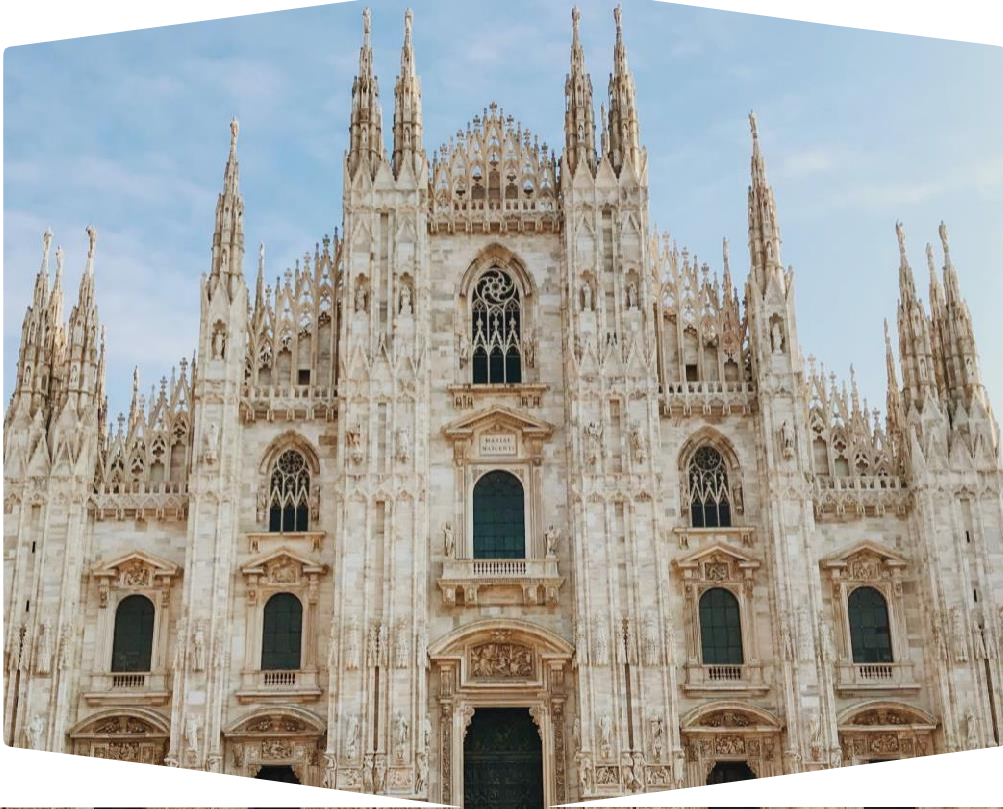
***Fruits and Aromatics, Flowers, Woods and Resins.***

*An olfactory pathway inspired by the scent notes that characterize and identify the brand, the project, the goal you want to achieve will be tailored for you... An olfactory memory from our **Library of Scents** you can choose an Olfactory Memory from the shared experience for each of the participants.*

*You will be able to smell the main notes of the scents chosen for you and discover them by identifying scents and memories from your olfactory memory.*

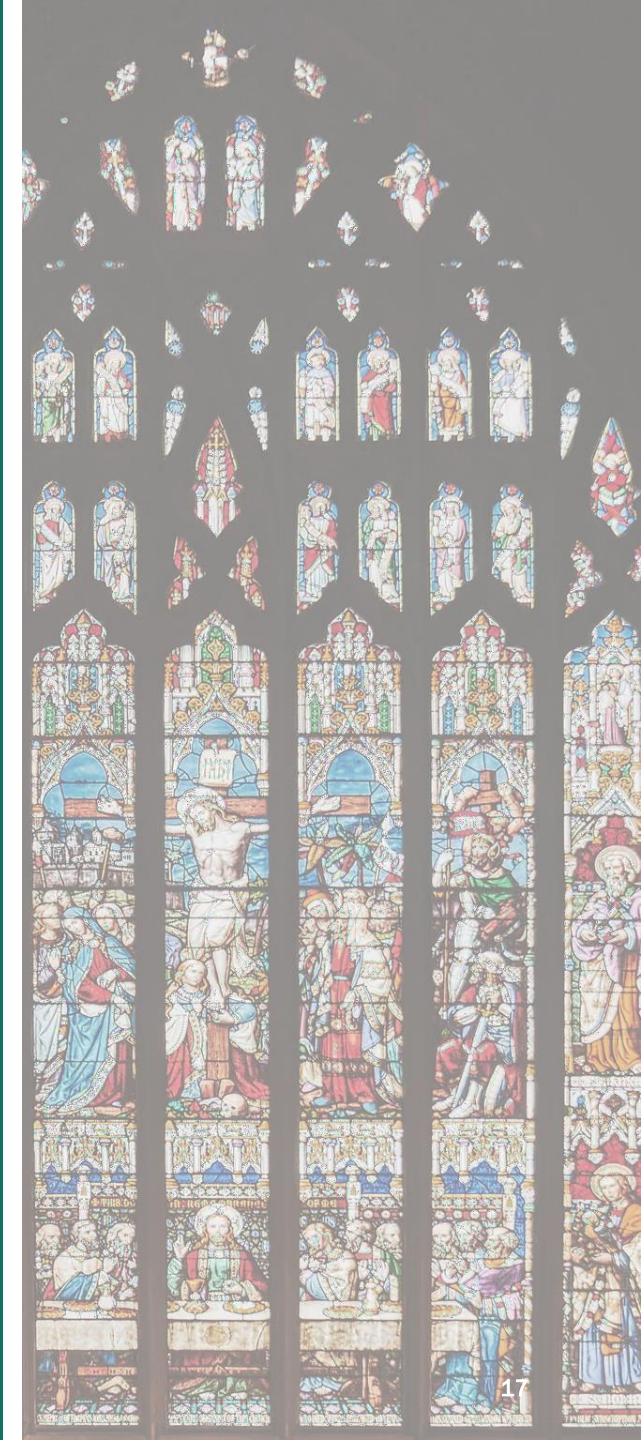


# Duomo Cathedral and Palazzo Reale



The **Duomo of Milan** tells a story of faith and art spanning over **six centuries**.

**Palazzo Reale di Milano** is a historic building. It is now used as an exhibition **space for art and culture**.





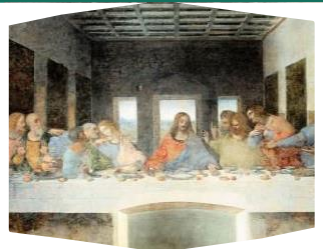
## Historical tram tour

The 3-hour tour begins with a visit to the **Cenacolo Vinciano** and the small cloister of **Santa Maria delle Grazie**.

Walking to the **Sforzesco Castle** and the Arco della Pace, a symbol of Milan.

Moving on the vintage tram from the 1930s then begins for the tour in the center of Milan. You will be able to see the **Duomo**, **Galleria Vittorio Emanuele** and **La Scala Theater**.

It will continue to the **Fashion Quadrilateral** and **Piazza della Repubblica** to **Corso Buenos Aires**, one of Milan's main shopping streets.



**Thank you!**

