



## **13th International Product Development Management Conference**

**Milan – Italy  
June 11-13, 2006**

*Conference location: Palazzo delle Stelline, Milan  
Corso Magenta, 61- 20123 Milano – Italy  
tel. +39 02.45462420 - fax. +39 02.45462419*

# **CONFERENCE LOGISTICS GUIDE**

Welcome to the **13<sup>th</sup> International Product Development Management Conference** in Milan!

With this guide, we want to make your stay in Milan and your participation at 13<sup>th</sup> IPDMC easy and comfortable. You will find all important information about the conference facilities and transportation to and within Milan in this document. We hope you are looking forward to Milan and IPDMC 2006!

### **Conference Chairmen :**

Roberto **VERGANTI** - Politecnico di Milano, Italy  
Tommaso **BUGANZA** - Politecnico di Milano, Italy

### **Local Organising Committee :**

Roberto **VERGANTI** - Politecnico di Milano, Italy  
Tommaso **BUGANZA** - Politecnico di Milano, Italy  
Claudio **DELL'ERA** - Politecnico di Milano, Italy  
Erica **LOVISO** – Politecnico di Milano, Italy

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## MILAN – CITY CENTRE



1. CONFERENCE VENUE (Palazzo delle Stelline – Corso Magenta, 61)
2. LEONARDO DA VINCI'S LAST SUPPER (Piazza Santa Maria delle Grazie, 2)
3. CONFERENCE DINNER (Palazzo Clerici – Via Clerici, 5)
4. HOTEL KING (Corso Magenta, 19)

5. HOTEL SANT'AMBROEUS (Viale Papiniano, 14)
6. HOTEL MERCURE (Via Conca del Naviglio, 20)
7. HOTEL CAVOUR (Via Fatebenefratelli, 21)
8. CADORNA Railway Station

## 1. Conference Venue



“PALAZZO DELLE STELLINE” CONGRESS CENTRE

Corso Magenta, 61

20123 Milano

Located right in the centre of Milan and at walking distance from the S. Maria delle Grazie church and the Castello Sforzesco fortress, the Palazzo delle Stelline was a 15th century monastery. In 1753 it became a girl orphanage founded by Saint Carlo Borromeo and then the buttonhole of Milanese welfare during the reign of Maria Theresia of Austria and his son Joseph II. Opera della Stella housed and helped Milanese orphan girls, called “Stelline”, for over two hundred years. Palazzo delle Stelline, which has been the reference point of Milan cultural life for the last twenty years, is today the venue of important exhibitions and national and international fairs and shows. The original building has been recently refurbished and restores through the addition of full-view windows installed in the cloister. The Palazzo delle Stelline houses a Conference Centre and the Palazzo delle Stelline Hotel.

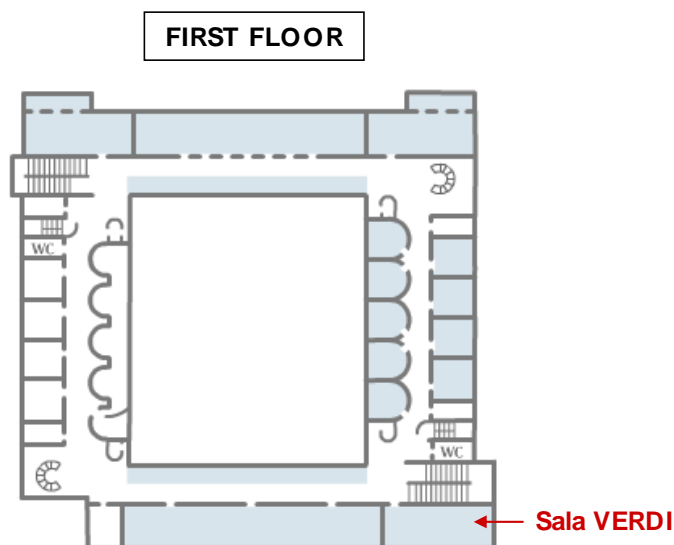
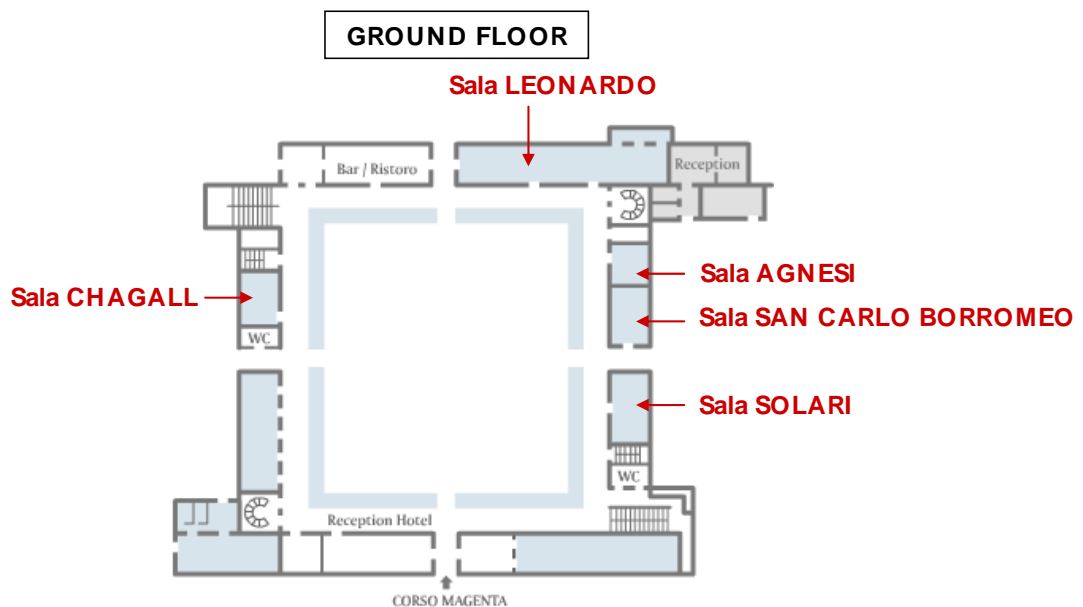


## 1.1 Conference Rooms

The 13th International Product Development Management Conference will be hosted at Palazzo delle Stelline; sessions will be held in six different rooms located inside the congress centre.

- Sala AGNESI (Ground floor)
- Sala CHAGALL (Ground floor)
- Sala LEONARDO (Ground floor)
- Sala SOLARI (Ground floor)
- Sala SAN CARLO BORROMEO (Ground floor)
- Sala VERDI (First floor)

In the following maps, you can see the exact location of every conference rooms:



## 1.2 How to reach Palazzo delle Stelline

- **By plane**

### If you are arriving from LINATE AIRPORT (20-30 min.)

We suggest taking a taxi to reach Palazzo delle Stelline. The journey, depending on the traffic can range from 20-30 minutes and should cost approximately €20.

You can also use the public transportation. In this case, take bus number 73, get down at P.za S.Babila (terminal station), then take the underground, RED LINE (MM1) towards Rho Fiera or Bisceglie until CADORNA STOP.

### If you are arriving from MALPENSA 2000 AIRPORT (75 min.)



The fastest and most efficient manner to reach Milan from Malpensa is to take the **MALPENSA EXPRESS TRAIN** ([www.ferrovienord.it/webmxxp](http://www.ferrovienord.it/webmxxp)) that leaves the Malpensa airport and arrives at **CADORNA STATION** (one of the main train stations of Milan). Malpensa Express connects Malpensa International Airport to the centre of Milan (Cadorna Station), with trains departing every half-hour, with

a travelling time of 40 minutes. In Milan ticket counter is on the left side of Ferrovie Nord Milano Railways station in connection with lines 1 and 2 of underground. The cost of the ticket is 11,00 €(if the ticket is purchased on the train it costs 13,50 €).

We **do not** suggest you take a taxi from Malpensa to Milan unless it is absolutely necessary as it will run you approximately €50-60 minimum and will take more than an hour to reach the heart of Milan.

Malpensa Airport → Cadorna Station:

Malpensa Terminal 1 at 23 - 53 minutes	Busto Arsizio FN Station at 02 minutes	Saronno FN Station at 15- 45 minutes	Milan Bovisa Politecnico FN Station	Milan Cadorna FN Station
5.53	Non-stop bus			6.43
6.53	7.02	7.15	7.27	7.33
7.23		7.45	8.00	8.06
7.53	8.02	8.15	8.30	8.36
8.23		8.45	8.57	9.03
8.53	9.02	9.15	9.27	9.33
9.23		9.45	9.57	10.03
9.53	10.02	10.15	10.27	10.33
Then every next 30 min. until...				
20.53	21.02	21.15	21.27	21.33
21.23		21.45	21.57	22.03
21.53	22.02	22.15	22.27	22.33
22.23	Non-stop bus			23.13
22.53	Non-stop bus			23.43
23.23	Non-stop bus			0.13
0.23	Non-stop bus			1.13
1.30	Non-stop bus			2.20

Once you arrive in Cadorna station you can reach the Conference Venue, walking into Via Carducci and then into Corso Magenta.

### Cadorna Station → Malpensa Airport:

Milan Cadorna FN Station at 27 - 57 minutes	Milan Bovisa Politecnico FN Station at 04 - 54 minutes	Saronno FN Station at 16 - 46 minutes	Busto Arsizio FN station at 58 minutes	Malpensa Terminal 1 (Shuttle bus from Terminal 1 to Terminal 2)
4.20	Non-stop bus			5.10
5.00	Non-stop bus			5.50
5.57	6.04	6.16		6.37
6.27	6.34	6.46	6.58	7.07
6.57	7.04	7.16		7.37
7.27	7.34	7.46	7.58	8.07
Then every next 30 min. until...				
20.27	20.34	20.46	20.58	21.07
20.57	21.04	21.16		21.37
21.27*	Non-stop bus			21.17
22.27	Non-stop bus			23.17
23.27	Non-stop bus			0.17

### If you are arriving from ORIO AL SERIO AIRPORT (75-90 min.)

The fastest and most efficient manner to reach Milan from Orio al Serio is to take the Shuttle Bus from the airport. There are two options:

- Option 1:

<b>Destination: Milan railway station – Stazione Centrale (Air Terminal)</b>	
<b>Time and frequency</b>	From 4.30 and 01.00 about every 30 minutes
<b>One way fare</b>	adult: €6,70 / child 2/12 years: €3,35
<b>Ticket desk</b>	Tickets are sold at Autostradale office
<b>Company providing the service</b>	<b>Autostradale</b> - <a href="http://www.autostradale.it">www.autostradale.it</a>
<b>Call center</b>	035 318472 / 02 33910794

- Option 2:

<b>Destination: Milan railway station – Stazione Centrale (Air Terminal)</b>	
<b>Time and frequency</b>	From 5.00 to 00.30 about every 30/60 minutes
<b>One way fare</b>	adult: €6,00 / child 2/12 years: €3,00
<b>Ticket desk</b>	Tickets are sold directly on the bus
<b>Company providing the service</b>	<b>Locatelli Air Pullman</b> - <a href="http://www.orioshuttle.com">www.orioshuttle.com</a>
<b>Call center</b>	035 319366 / 0331 258411

Once you arrive in Central Station, you can either take a taxi to reach the Conference Venue or use the public transportation. In this case:

- take the GREEN LINE (MM2) towards Abbiategrasso until the CADORNA STOP;
- once you exit the Metro, turn right into Via Carducci and, after few meters, turn right into Corso Magenta. The Conference Venue is located in this street at number 61.

- **By train**

### If you are arriving from CENTRAL STATION (15 min.)

The fastest and most efficient manner to reach Palazzo delle Stelline from Central Station is to take the underground:

- take the GREEN LINE (MM2) towards Abbiategrasso until the CADORNA STOP;
- once you exit the Metro, turn right into Via Carducci and, after few meters, turn right into Corso Magenta. The Conference Venue is located in this street at number 61.

## 2. Conference Dinner

The conference dinner will be organized on Monday, June 12 at **PALAZZO CLERICI**.



### PALAZZO CLERICI

Via Clerici, 5  
 Milano (MI)  
 Tel: 02 8633131

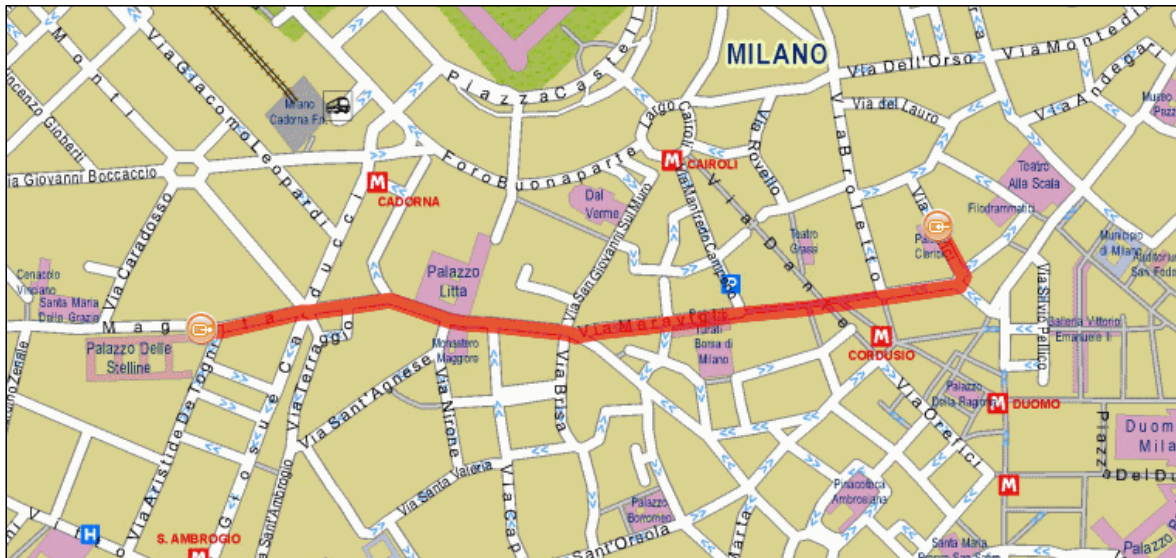
Palazzo Clerici is located in the heart of Milan, in an area demarcated by today's Via Clerici, Via Porrone and Via Broletto in the parishes of San Tommaso and San Protaso. The building belonged to the Visconti family of Somma and, after a number of real-estate transactions, the property was entirely purchased by the Clericis. Originally from Domaso on Lake Como, the Clerici was a family first dedicated to textile trading that moved to Milan in 1613, where it widened its trading network and started acquiring bureaucratic careers within the Milanese magistracy. During the XVIIIth century, Milan was living in a period of architectural magnificence: the Austrian rulers attached much importance to the nobles, to whom it often offered significant roles in the Milanese government. The Clericis took advantage of this situation to strengthen their authority. A tangible symbol of their prestige, Palazzo Clerici became one of the most luxurious residences in Milan. Giorgio Antonio Clerici, the most illustrious member of the family, undertook a number of transformations in the palace. After seeing to the restoration of his residence, Giorgio Antonio Clerici wanted to celebrate his family's social ascent by enlisting the services of the major artists of the age. Working with highly skilled carvers, decorators and cabinet makers, they all helped to create a sumptuous atmosphere. To crown the renovation work, in 1741 Clerici invited the famous Venetian artist, Giovambattista Tiepolo, to paint one of the halls on the main floor. The aim of Giorgio Antonio was to emulate a royal court to flaunt the new status attained by the family in the imperial administration. Therefore, the Palace's pattern had to distinguish itself from the other Milanese aristocratic buildings: a more multifaceted and specialised distribution of spaces, particularly those used for public receptions and exhibitions of art objects. However, in 1768, when Giorgio Antonio died, the family's heritage was almost scattered. The Palace became the residence of Archduke Ferdinando d'Austria and his wife Beatrice d'Este, representatives of the Empress in Milan's dukedom: on that occasion, the Palace went under a new distribution of spaces, according to the needs of an imperial court. In 1778, when the court moved to the contiguous Palazzo Reale, the palace was rented out and its spaces were converted once again into several apartments, which definitely altered its original settings. In 1813, the Palace was sold to the Napoleonic government of Italy, which altered it into the base of Ministry of Treasure. Since 1817 the Palace hosted the Court of Appeal. ([www.ispionline.it](http://www.ispionline.it))





## 2.1 How to reach Palazzo Clerici from Palazzo delle Stelline

We suggest **walking** from Palazzo delle Stelline to Palazzo Clerici, crossing Milan centre; it is just 1.3 km and it may take you 15-20 minutes. Once you exit the Palazzo delle Stelline (see the map below), turn right and go straight in Corso Magenta; at the end of it, take Via Meravigli. Then take Via San Prospero and Via Porrone Bassano; at the end of the street, turn left in Via Clerici. Palazzo Clerici is located at number 5.



If you prefer to take the **public transportation**, take the RED LINE (MM1) in CADORNA STATION towards Sesto F.S.; go down at the second stop, CORDUSIO. Once you exit the Metro, take Via Broletto and turn right at the third street, Via Porrone Bassano. At the end of the street, turn left into Via Clerici. Palazzo Clerici is located at number 5.

### 3. Leonardo Da Vinci's Last Supper - Cenacolo Vinciano



The Cenacolo Vinciano of Santa Maria delle Grazie is located in:

Piazza Santa Maria delle Grazie 2  
 Corso Magenta  
 20123 Milano

The **Cenacolo** is the name commonly given to the ambient where Leonardo painted his famous "Last Supper": the Refectory in the Dominican Convent of Santa Maria delle Grazie, an exceptional artistic masterpiece of Renaissance Milan, built in the mid-15th century. The Last Supper was painted in the ambit of the extensive artistic and cultural revival that from 1490 involved Milan, under the patronage of Ludovico Sforza - "il Moro". The Convent of Santa Maria delle Grazie was fully involved and in 1495, when Donato Montorfano was completing his Crucifixion for the Refectory, Leonardo was commissioned by the Duke to decorate the facing wall with a Last Supper. The commission is documented by the coats of arms that appear within plant garlands in the four lunettes above the "Supper" and are a reminder of the names of Ludovico, Beatrice and their children. The Last Supper was quite slow in evolving despite the urgings of Ludovico Sforza and the prior. It actually took Leonardo about four years (1494-1498) with the dry or tempera technique he had decided to use, as if it had been a great tablet (4.60x8.80m). First of all he decided not to apply the consolidated fresco technique, which offered assurances for conservation, but was time-consuming to spread. What Leonardo required was the utmost freedom during the executive stage in order to correct, modify and achieve special color effects. Moreover, the fresco technique was irreconcilable with his bizarre temperament that led him to alternate periods of intense activity with others of total rest, as related by Matteo Bandello, who was a guest of the convent fathers and often saw Leonardo at work. Although The Last Supper was a traditional theme used to decorate convent refectories, especially in Florence (memorable are those by Taddeo Gaddi, Beato Angelico, Andrea del Castagno and Ghirlandaio), Leonardo presented the subject in a completely innovative form. Not only did he make drastic modifications to the layout of the scene, but also the true novelty was the astounding realism with which he recounted this episode from the Gospels. ([www.cenacolovinciano.it](http://www.cenacolovinciano.it))



The Church and Convent of **Santa Maria delle Grazie** were built between 1465 and 1482 to designs by Guiniforte Solari. The church's original architectonic layout, now only visible in the form of the nave and aisles, was a typical example of Late Gothic Lombard art of which Solari was a well-known exponent. The nave and two-aisle interior with side chapels was in line with the traditional composition although there are several innovative elements of clear Renaissance taste such as the columns that replace pilasters and the pictorial decoration of the nave itself. From 1490 onwards Ludovico Sforza imposed important architectonic transformations as he had decided to make the church his family mausoleum. The Duke thus concentrated his

attentions on Santa Maria delle Grazie and called to his court the greatest artists: Bramante was entrusted with building a new apse to replace Solari's presbytery, Leonardo was commissioned to paint the last Supper, whilst Cristoforo Solari was ordered to sculpt the cover of the sepulchre for Ludovico and his wife Beatrice, to be set in the center of the choir stalls. Ludovico Sforza's vast program, which also envisaged the replacement of the façade and part of the nave and aisles, was never concluded for the sudden death of Beatrice in 1497 and the fall of the Sforza regime in 1499 interrupted work, although the apse, the sacristy and the Last Supper appear to have been finished. Today they are still considered extremely important works and are significant examples of Renaissance Milan despite the transformation and damage caused by bombing on August 16, 1943, which destroyed the library and the cloister of the dead.

The Church and Convent of Santa Maria delle Grazie, the home of Leonardo's Last Supper, has been listed as part of UNESCO's Worldwide Heritage since 1980 and is an exceptional masterpiece of human creativity and genius. Bramante's complex and architecture in the church and the Leonardo's Last Supper in the Refectory are symbolic of Milan's Humanistic and Renaissance past, constituting a great opus whose spatial and compositive definition announced a new era in the history of art. ([www.cenacolovinciano.it](http://www.cenacolovinciano.it))

### 3.1 How to reach Cenacolo Vinciano from Palazzo delle Stelline

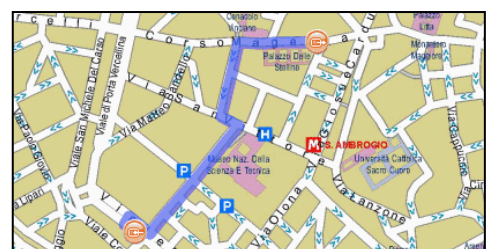
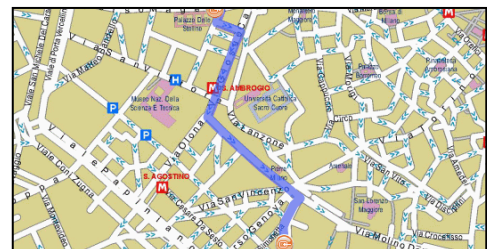
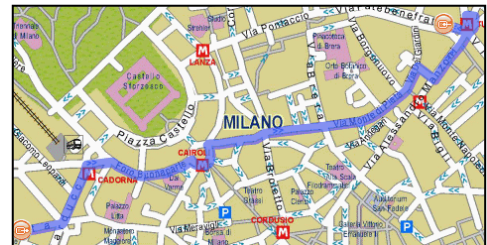
As you can see in the map on page 3, Cenacolo Vinciano and the Church of Santa Maria delle Grazie are located in Corso Magenta, in front of Palazzo delle Stelline. The entrance of the Cenacolo and the Church is in Piazza Santa Maria delle Grazie.

Once you exit the Palazzo delle Stelline, you can see the Church of Santa Maria delle Grazie on the left. To reach the entrance, walk into Corso Magenta and, after few metres, turn right in Piazza Santa Maria delle Grazie.

## 4. Accomodation in Milan

To allow you the most flexibility during your stay in Milan, you have been put in hotels that are quite central and easily accessible by public transportation lines that can allow you to reach the Conference Venue and the center of Milan quite readily:

- HOTEL PALAZZO DELLE STELLINE**  
Corso Magenta, 61  
20123 Milano – Italy  
Tel.: +39 02 4818431  
Fax: +39 02 48519097  
e-mail: [hotelpalazzostelline@tin.it](mailto:hotelpalazzostelline@tin.it)  
Website: <http://www.hotelpalazzostelline.it>
- HOTEL KING** (0,5 Km from Palazzo delle Stelline)  
Corso Magenta, 19  
20123 Milano – Italy  
Tel.: +39 02 874432  
Fax: +39 02 89010798  
e-mail: [info@hotelkingmilano.com](mailto:info@hotelkingmilano.com)  
Website: <http://www.hotelkingmilano.com>
- HOTEL CAVOUR** (2,1 Km from Palazzo delle Stelline)  
Via Fatebenefratelli, 21  
20121 Milano – Italy  
Tel.: +39 02 620001  
Fax: +39 02 6592263  
e-mail: [info@hotelcavour.it](mailto:info@hotelcavour.it)  
Website: [www.hotelcavour.it](http://www.hotelcavour.it)
- HOTEL MERCURE** (1,4 Km from Palazzo delle Stelline)  
Via Conca del Naviglio, 20  
20123 Milano – Italy  
Tel.: +39 02 5810 4141  
Fax: +39 02 8940 1012  
e-mail: [mercuremilanocg@metha.com](mailto:mercuremilanocg@metha.com)  
Website: [www.mercure.com](http://www.mercure.com)
- HOTEL SANT'AMBROEUS** (1 Km from Palazzo delle Stelline)  
Viale Papiniano, 14  
20123 Milano – Italy  
Tel.: +39 02 48008989  
Fax: +39 024800 8687  
e-mail: [info@hotelsantambroeus.it](mailto:info@hotelsantambroeus.it)  
Website: [www.hotelsantambroeus.it](http://www.hotelsantambroeus.it)



# Rete metropolitana e tratte ferroviarie urbane / Underground network and urban railway system



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UPDATE: APRIL 2005

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