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The AIM Group continues their search for new, prestigious locations for their clients. Following their exceptional good choice of the Music Auditorium in Rome, here is their latest hidden secret: Fiera Milano Congressi Center, high potential awaiting discovery

The Capability to Surprise

On June 13-17, 2003 the "13th European Meeting on Hypertension" was held in Milan. For the first time the Congress was moved to a new venue, Milan conference center: the Fiera Milano Congressi Center. The new venue has surprised the "regular" speakers and participants, who used to attend the Congress in the historical "Università di Milano". In fact, the Fiera Milano Congressi Center was able to host all the participants under the same roof (for past editions, in addition to the University, other venues within walking distance had to be used). Moreover, it was been possible to hold scientific sessions alongside the exhibition held for Pharmaceutical Companies. This was deeply appreciated. The opening ceremony was held in the "basement", an expansive, vacant space in the Conference Center, which made it possible for AIM Group to create something really original. In fact, four

different, authentic-looking corners of Milan were re-constructed in miniature inside FMC Center.

Exhibition: the Milan Story

The setting up of *Milano Quattro Storie*, during Congress ESH 2003 and organised by the AIM Group at the Fiera Milano Congressi Center, gave Italian and foreign guests an insight into the history of Milanese entrepreneurship, along with its articulate and dynamic protagonists and Cultural Milieu, which made it popular all over the world.

Therefore, the story of Milan becomes the crucial point of this project which provided the city with a stage on which to express itself and to reveal its fashionable and intellectual aspects: science, art, fashion, design and entrepreneurialship. All these aspects were twisted together in the background of the four

On the page to the left,
one of the four exhibition areas
dedicated to Milan's entrepreneurial
history: Casa Damiani, the pride
of Milanese jewellery

This page:
left, corner dedicated to
Teatro alla Scala;
bottom, Alfa Romeo corner;
below, Leonardo's machines



exhibition areas,
fitted out in order to
draw public attention to
the more relevant stages of
Milan's success.

Teatro alla Scala: two and a half centuries of musical success have made this the most important theatre in the world. The most famous orchestra conductors, the most popular lyric singers, the most extraordinary dancers, the most prestigious orchestras have trodden the boards. A few examples of lyric opera scenes and an antique miniature of the original theatre, designed by Mr. Piermarini, were exhibited with a few of the original theatrical costumes worn by popular singers and dancers.

Finally, a series of historical pictures told us about the last century of successes of the Teatro alla Scala.

Alfa Romeo: at least a century of history, coupled with unforgettable victories on the most important international circuits have helped to make Alfa Romeo famous.

Three historical cars were exhibited, including the mythical "Alfa 159" driven by Juan Manuel Fangio when he won the Formula 1 Grand Prix in 1951. Two were contemporary cars that continue to maintain the prestige of the Milanese brand. A series of historical pictures were also displayed.

Casa Damiani, the pride of Milanese jewellery: Some twenty display windows with important jewels told us the history of Milanese jewellery and the evolution of jewellery. Casa Damiani boasts prestigious awards and the most important international prizes for elegance and taste, as well as for the originality of design.

Museo della Scienza e della Tecnologia "Leonardo da Vinci": four of Leonardo's large machines told us a part of the story of the genius of the Great Inventor who lived in Milan, at the Court of Ludovico il Moro, for many years. In those years, he consecrated

himself to the invention of engines and war machines which are still a subject of study and admiration. A huge pavilion was transformed into an interesting architectural complex, providing progressive evocative images.

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