



In collaboration with



## **“Il Mercato del Duomo” opens to the public on 1 May: Autogrill’s new temple of taste unveiled for citizens and visitors**

- The Group brings to Piazza Duomo the excellences of the territory in a covered market featuring local producers selected in collaboration with the University of Gastronomic Sciences in Pollenzo (UNISG)
- Through the architectural design of Michele De Lucchi “Il Mercato del Duomo” revitalizes the cultural and artistic offering of the Galleria Vittorio Emanuele

Milan, 30 April 2015 – “Il Mercato del Duomo”, Autogrill’s new “cathedral” of taste, is being unveiled to the public. From 1 May, citizens and visitors will be able to discover the Group’s new flagship developed in collaboration with the University of Gastronomic Science (UNISG) in Pollenzo.

“Il Mercato del Duomo” is on four floors covering around 5,000 square metres (of which 3,000 square metres open to the public) and reflecting various stages in the processing of raw materials and a range of eating experiences, from food in its most simple and natural form to products worked and transformed into recipes, some to be enjoyed quickly, others in a slower experience.

This vertically arranged experiential path through “Il Mercato del Duomo” features concepts like **Bar Motta**, which offers quality coffee products and *croissanterie* in an evocative atmosphere blending traditional and modern to perfection; **Il Mercato**, the novelty in the new store run by Compagnia Alimentare, reproducing a traditional urban market with food counters run by local producers and suppliers selected in collaboration with UNISG, where visitors will find excellences from Lombardia, but not only; **Bistrot Milano Duomo**, the new generation concept opened at Milan’s Stazione Centrale in 2013, whose ample offering (on two floors) promotes Italian regional products and the revival of artisanal techniques, in line with Autogrill’s new catering approach; **Terrazza Aperol**, a trendsetting bar and symbol of the traditional Milanese aperitif.

On the top floor, from the second half of May, there will be **Spazio**, a restaurant-workshop project by Niko Romito Formazione, where young cooks from the Castel di Sangro Training School (L’Aquila) will share with guests the stories, ideas and emotions generated by the invention of new dishes and their preparation. The offering is completed by a **Wine Bar** offering visitors a selection of Italian food & wine excellences.

As well as establishing itself as an international food destination, “Il Mercato del Duomo” is a showcase of *Made in Italy* excellence for design and architecture. On the flagship store’s mezzanine floor is **Kartell Shop**, designed by architect Ferruccio Laviani. It has an ample selection from the famous brand’s collection: from table top objects to small furnishing accessories and cash&carry items and certain articles that have become icons, such as the Louis Ghost armchair and the Masters chair. Food and design but also culture. On May 7, **Feltrinelli**, the bookshop chain, will also be opening to the public. Situated in the basement, the store has been completely renewed in terms of layout and offering.

“Il Mercato del Duomo” and its impressive food&wine offering are housed within a prestigious architectural project developed in collaboration with Michele De Lucchi. By respecting the building’s identity yet at the same time satisfying the complex requirements of large scale catering, Autogrill has restored to the city of Milan one of the masterpieces of its architectural heritage. The project has been further enriched by an Adam Lowe sculpture reproducing the roots of a centuries-old olive tree, a symbol rich in associations with the Group’s history and values. Combining art and architecture, this solution is a new development in the history of the Galleria and enhances its appeal and cultural resonance.



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### Autogrill and Milan, a partnership going back nearly a century

Autogrill is an international group with around 55,000 employees and 4,500 points of sale worldwide, but is also deeply rooted in Italy and in Milan and its province in particular. Its relationship with Milan dates from 1928, when Angelo Motta opened the famous **bar Motta** in the Galleria Carlo Alberto, the establishment that Autogrill, in 2013, brought back to the Galleria Vittorio Emanuele after 17 years, and with it all the refined atmosphere that characterized the original café.

The creation of “**Il Mercato del Duomo**” consolidates this partnership and contributes to Autogrill’s growth in Lombardia, where the Group has over 60 points of sale in the main “gateways” to Milan and in the city itself. In the last few years Autogrill has transformed the capital of Lombardia and its hinterland into the Company’s main innovation and experimentation workshop and launched some of the most significant new food&beverage developments at international level, such as the **Villoresi Est** service area on the A8 Milano-Laghi motorway, opened in 2013 and representing international best practice in terms of its high quality standards (products, services and ambience); **Bistrot Milano Centrale**, a concept whose success in Milan led to its being exported to some of the most prestigious locations operated by the Group in major international airports and rail hubs.

The “**Il Mercato del Duomo**” project is the latest in the line of these and other best practices embodying Autogrill’s new approach to catering, which reflect the Group’s capacity to contribute to the development and prestige of the areas in which it operates with innovative projects always in step with change.

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All the content of the press folder can be found at [www.autogrill.com](http://www.autogrill.com) by clicking here:

<http://www.autogrill.com/it/our-way/progetti-speciali-il-mercato-del-duomo>

Press area password: **autogrill2015**

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