A Perfect Day in Milan. Design Week is soon. Let the regulars tell you how to max it

FROM APRIL 17 TO 22, DESIGN AND ARCHITECTURE INSIDERS WILL DESCEND UPON MILAN FOR THE ANNUAL SALONE INTERNAZIONALE DEL MOBILE (COMITI.IT), OR DESIGN WEEK. THE WORLD'S MOST FAMOUS FURNITURE, LIGHTING AND ACCESSORIES FAIR IS A FIVE-DAY FORUM FOR TOP TALENTS TO PRESENT THEIR LATEST DESIGNS TO PRESS, BUYERS AND FANSUGHT COLLECTORS. MUCH OF THE ACTION, OF COURSE, TAKES PLACE OUTSIDE THE FAIRGROUNDS—AT PARTIES, RESTAURANTS, BOUTIQUES AND HOTELS. IN TOWN FOR THE SALONE? FOLLOW THESE TIPS FROM THESE MILAN REGULARS AND INSIDERS.

VIKTOR & ROLF FASHION DESIGNERS

THE MAJORITY OF OUR TRAVEL TO MILAN IS BUSINESS-RELATED, SO IT'S NOT OFTEN THAT WE ARE ABLE TO EXPLORE THE CITY AS IF IT HAD NO OFFICE. HOWEVER, WE'VE DISCOVERED SOME REAL HIDDEN GEMS THAT HAVE BECOME STAPLES ON OUR VISITS.

ONE OF THE BEST SHOPS IN THE WORLD IS 10 CORSO COMO (CORSO COMO, 10; WWW.10CORSOCOMO.COM). IT'S A SHOPPING HEAVEN THAT SPRAWLS AROUND A COURTYARD AND CONSISTS OF A BOOKSTORE, CAFE AND FASHION STORE. THE BEST BRANDS ARE SOLD THERE AND THE MERCHANDISE FITTED TO YOUR UNIQUE AND INNOVATIVE WAYS. ITS RISK TAKING REALLY SETS IT APART FROM MANY OTHER FASHION STORES, IT'S LIKE A WORLD UNTO ITSELF. WE ALSO VISIT NO. 30 (VIA DELLA SPIGA, 30; WWW.DIMANO.COM), ANOTHER INDEPENDENT LUXURY BOUTIQUE WITH A FINELY CURATED BRAND SELECTION. WE'LL HOLD A COCKTAIL PARTY THERE DURING SALONE DEL MOBILE.

FOR LUNCH WE MIGHT GO TO BEBEL (VIA SAN VITORE, 3; WWW.BEBEL.IT), KNOWN FOR ITS TRADITIONAL MILANSE-CHEF STYLE MENU AND WINE LIST. WE RARELY GET THE TIME TO TAKE IN EXHIBITIONS, BUT IF TIME PERMITS, WE HEAD FOR THE MONASTERY OF SANTA MARIA DELLE GRAZIE FOR A DINE AT LOBBY'S. THEN COME EVENING, WE LOVE TO HAVE DINNER AT RISTORANTE JOLA (VIA PIETRO CASTALDITO, 3; WWW.JOLA.IT), A MICHELIN-STARRING VEGETARIAN RESTAURANT WHERE THE DISHES ARE NOT ONLY SUPERB BUT ALSO POETIC. IF THE MOOD CALLS FOR SOMETHING TRENDIER, WE ALSO LOVE NOBU (VIA PISO- NI, 1; WWW.NOBU.COM/MILAN) AT THE ARMANI COMPLEX. IT'S A BEAUTIFUL WAY TO END THE DAY.

CLAUDIO LUTI CEO, KARTELL, MILAN-BASED FURNITURE BRAND

IF YOU WANT TO ENJOY MILAN AT ITS BEST, BOOK A ROOM AT THE BULGARI HOTEL (VIA PRIVATA TRAFIELI GABBA, 7; WWW.BULGARIHOTELS.COM), AND START YOUR DAY WITH BREAKFAST IN THE GARDEN. THEN GO OUT AND HAVE A STROLL TO THE QUADRI FRESCO (VIA MONTENELLETO, VIA DELLA SPIGA), AN UNMISSABLE SHOPPING DESTINATION. YOU CAN VISIT SOME OF THE BEST ITALIAN FASHION STORES, ALL GATHERED IN A FEW STREETS.

IN THE AFTERNOON, I'D HAVE A WALK IN THE NORD (VIA BREA DISTRICT) AND VISIT THE PINACOTETARIO DI BREA (VIA BREA, 28; WWW.BREA.CALA.IT), ONE OF THE MOST IMPORTANT ART COLLECTIONS IN THE CITY. YOU CAN VISIT THE PINACOTETARIO DI BREA (VIA BREA, 28; WWW.BREA.CALA.IT), ONE OF THE CITY'S MOST IMPORTANT ART COLLECTIONS, WITH WORKS BY CARAVAGGIO, RUBENS AND TINTORETTO. THEN POP INTO KARTELLE'S FLAGSHIP STORE (VIA CARLO PORTA, 1; WWW.KARTELL.IT), AND CHECK OUT OUR RECENTLY LAUNCHED COLLABORATION BETWEEN PHILIPPE STARCK AND LENNY KRAMFELD.

IN THE EVENING, HEAD TO THE OPERA. YOU CAN'T LEAVE MILAN WITHOUT VISITING LA SCALA (VIA FLOTTA, 2; WWW.TEATROALZASCALA.ORG), WHICH HAS HOSTED WORLD-CLASS OPERAS SINCE 1778 AND IS HOME TO THE MILAN OPERA COMPANY. IF YOU'RE LOOKING FOR SOMETHING MORE CASUAL, VISIT THE BARACCO IN THE MUSEUM DISTRICT (VIA BARACCO, 1; WWW.BARACCO.COM), WHERE THE DISHES ARE NOT ONLY SUPERB BUT ALSO POETIC. IF THE MOOD CALLS FOR SOMETHING TRENDIER, WE ALSO LOVE NOBU (VIA PISO- NI, 1; WWW.NOBU.COM/MILAN) AT THE ARMANI COMPLEX—IT'S A BEAUTIFUL WAY TO END THE DAY.
to leave. The owner, Rossana Orlandi, is an interesting character and design doyenne of Milan’s always thriving design scene. I’ll browse the furniture section and pick up an accessory or two.

When time allows, I like to visit the National Museum of Science and Technology Leonardo da Vinci (Via San Vittore, 21; museoscienza.org), which is housed in a former 16th century monastery and includes models, tools and drawings by the great master himself. The museum has been a major inspiration for Passaggio, my new multimedia installation. I also make sure to visit the Galleria d’Arte Moderna (Via Palestro, 16; gam-milano.com), where the exhibitions are always humbling and inspiring.

Come evening, I head for an early dinner at Giacomo Milano (Via Pasquale Sottoceno, 6; giaccomobistrot.com), a French-English and Italian-influenced bistro that for me is really the epitome of chic Italian style. And I love to have dinner at Cracco (Via Victor Hugo, 4; ristorantecracco.it) or Il Ristorante Trussardi alla Scala (Piazza della Scala, 5; trussardiallasca.com).