MILAN: REDISCOVERING THE CITY AND ITS HERITAGE

SUSTAINABLY, WITH NEW ITINERARIES

London, October 2026 - From Volume to Value: Milan puts value before volume. More mindful tourism, for travellers who stay longer and are happy to be surprised. It is the ideal city for Cultural Explorers, curious travellers in search of authentic experiences and deeper meaning. This is the thinking behind two new projects: Milan and Leonardo, and Let-Mi: Literature and the Tourist Experience.

The Milan and Leonardo project, with its international campaign Leonardo is everywhere, tells the story of the bond between Milan and the Renaissance genius, who lived here for around twenty years, during the most productive period of his life. Unlike other cities, Milan does not keep Leonardo in a single museum: his traces are everywhere. The route starts at the Last Supper in Santa Maria delle Grazie, a UNESCO World Heritage Site, and continues with the Sala delle Asse and the Codex Trivulzianus at the Sforza Castle, the Codex Atlanticus and the Portrait of a Musician at the Biblioteca Ambrosiana, and the machines at the National Museum of Science and Technology, through to the Navigli canals, which still bear the mark of his ingenuity, the Conca dell'Incoronata lock in Brera and, finally, the equestrian statue at the San Siro Racecourse. A city-wide itinerary that invites visitors to discover Milan one neighbourhood at a time.

Let-Mi: Literature and the Tourist Experience is a project designed to introduce visitors to places around the city through the lens of literature. New itineraries and an interactive platform lead visitors along less-trodden paths, following a cultural legacy that anyone with a smartphone can explore. And while literature takes centre stage, there is also plenty of inspiration from film, theatre, music, fashion and design.

For more information

https://www.yesmilano.it/leonardo

https://www.yesmilano.it/en/literary-itineraries

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