



# MILANO MONTAGNA

OCTOBER 16-18 2014

MAIN HALL, UNIVERSITY OF MILAN, VIA FESTA DEL PERDONO 7

A 3-day festival and exhibition to present the alpine cultural heritage and the new emerging technologies for the 2014-15 winter sports

Presented by



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# MILANO MONTAGNA



## THE FIRST 2014 EDITION

In October days are shorter, nights are colder, the first chill suddenly sparks our desire for snow. Milano Montagna will show and disseminate the passion for all facets of winter mountain sports including technology and design.

The University of Milan, Università della Montagna and Mountain in the City introduce the first edition of Milano Montagna, a 3-day festival and exhibition to present the alpine cultural heritage and the new emerging technologies for the 2014-15 winter. We invite all winter sport enthusiasts (skiers, freeriders, climbers, alpine tourers), alpine guides and professionals to exchange their adventures, experiences, projects and innovative technologies in a unique location in a '600 year old University in the heart of Milan, the city of Design and venue of Expo 2015.

## EVENT AND PROGRAM

Milano Montagna has six main features:

- › **A 3day exhibition of innovative and emerging winter sport technologies;**
- › **Round tables and seminars on technologies and emerging issues such as global warming and safety;**
- › **Speeches and video from the Freeride World Tour, international adventure and steep skiers;**
- › **An exhibition on the history of freeride skiing;**
- › **Milano Montagna awards for technology and design (international jury);**
- › **ARVA camp to disseminate safety skills.**

## EXHIBITION

Cutting edge international companies have been invited to show their most innovative new products for winter sports in the sections

- › **Skis**
- › **Boots/bindings**
- › **Apparel**
- › **Safety devices**
- › **Software**

The Milano Montagna International Jury will award the most innovative technology in each field. As Milan is the International capital of design, a special prize will be awarded for the best industrial design.

## GUESTS

**We have invited** skiers and climbers who are overcoming the limits of their disciplines such as **Andreas Fransson, Bruno Compagnet, Giulia Monego, Nadine Wallner, Emilio Previtali**. The **Freeride World Tour** will present its 2015 edition. **Roberto De Martin** (President of Trento Film Festival) and **Agostino da Polenza** (President of Ev-K2-CNR) will be present. Top class athletes such as **Hervé Barmasse** (one of the most innovative climber of his generation), **Luca Rolli**, and **Davide Capozzi** will present their climbing and steep skiing adventures. **Damiano Lenzi**, the first athlete to achieve the AT Grand Slam (Mezzalama, Patrouille de Glaciers, PierraMenta) will present his unforgettable 2014 season and the coming one. **Martino Colonna** (freerider, writer, professor of Chemistry) will chair a **seminar** on emerging new technologies for winter sports.

## LOCATION

**Downtown Milan,  
Università degli Studi  
di Milano,  
via Festa del Perdono 7**



## STRENGTH

- › A new event in a 2m City with deep alpine tradition and no other event since the '90;
- › Attendance from young (students, enthusiasts, tourists) and middle age (professors, enthusiasts, tourists);
- › The fascinating location is among the most visited in town;
- › Lombardy region has 10m people, a long tradition of interest in the mountain, and is among the richest in Europe;
- › October is the ideal time for sparking interest in winter alpine technologies;
- › Some 10,000 qualified visitors are predicted to attend.

## INFO

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