

First Edition Milano Montagna Week 14th - 20th October

Milano Montagna Week's first triumphant edition has come to a close. It was the first ever week entirely dedicated to the great outdoors and the culture that comes with it. A partnership between **Comune di Milano** and **Milano Montagna**, resulted in a series of over 30 events taking place in libraries, theatres, schools, cultural hubs, shops, museums, gyms and many other locations, which took over the city of Milan from the 14th till the 20th of October. The core of which were the new **Sustainable Outdoor Days**, four buzzing days spent at BASE Milano.

Main Partner for this pioneering week dedicated to the mountains was Vibram.

The week's journey commenced with an evening event at the Auditorium di Milano with special guest **Simone Moro**, hosted by Aldo Faleri, Adalberto Muzio and Alessandro Fillipini. Collaborations were struck with various city institutions such as the **Touring Club Italiano**, **il Planetario Ulrico Hoepli**, **il Museo Civico di Storia Naturale**, **il MUBA-Museo dei Bambini Milano**, **SEA Aeroporti** (including a gallery style project in collaboration with the **Associazione Forte di Bard**) as well as many others.

This year we wanted to draw particular attention to the educational values of the mountainous landscapes through the practice of sport, regarding younger citizens. Our **educational project** took place throughout the week, consisting of different events and activities. An extremely popular event was "**Una parete per tutti**", on the 16th of October at the Rockspot climbing gym, where the activity was not just climbing, but how it can be an inclusive practice, organised by Sullatracciadiriccardo and Cooperativa Stella Polare. The themes of sustainability and outdoor culture were also prominent in the educational project resulting in collaborations with various educational institutions in the city like the **Istituti Cavalieri e Arcadia**.

Milano Montagna Week's core events; the Sustainable Outdoor Days, 17th - 20th October at BASE Milano.

A record attendance level, for what is considered to be the nucleus of Milano Montagna Week, **over 20,000 visitors** were able to have their pick of over **100 guests, 25 films, 3 exhibitions**, plenty of **action sport**. In addition our editorial program was plentiful, with 17 book presentations, supported by the irreplaceable Luca Calvi. Addressing the theme of sustainability was our challenge for this edition, the outcome of which were the Sustainable Outdoor Days. The entirety of our last day, the 20th of October was dedicated to this theme, albeit there was a running thread throughout the week, something which was received incredibly well by our community.

The link between sustainability and the outdoors is inherent, and the community of mountain/outdoor enthusiasts know this all too well. The series of dedicated events were extremely well received, and generated interesting and driving conversations. The series of approaches to this topic also varied widely, from scientific lectures and professors such as : **Giorgio Vacchiano, Valentina Bosetti, Michele Freppaz, LTER Italia** researchers to activists and athletes such as **Luca Albrisi**. Creativity also had its place within the dedicated events, like **Mattia Fogliani's** premier of FromtheAplstotheSea, the presentation of Patagonia Action Works, presentation of the **Attivaree Valli Resilienti**, to name a few.

We had something for everyone in the outdoors community at the Sustainable Outdoors Days, where those who had a passion for design (and probably skiing as well) could come and see the first edition of the multi sensory exhibition; **Freeride Ski Museum**. A journey through the history of this discipline, an exposé of over 40 skis that brought us to what we now know now as Freeride.

Milano Montagna as always continues to collect testimonials of great athletes from all over the world such as Piolet d'Or, **Krzysztof Wielicki** whom shared memorable moments throughout his career and the unstoppable **Tom Belz** who shared his conquest of the Kilimanjaro summit. Also featured were the winner of the first ever WES series XC **Marco Aurelio Fontana**, the Freeride World Tour queen **Arianna Tricomi** (after her third edition with us, we consider her right at home with us), the winner of the Tor de Giants 2019 **Olivero Bosatelli**, infamous trail runner **Marco Zanchi** presenting "Orobie d'un Fiato". The list of acclaimed athletes who shared their experiences continues, with the invincible **Caro North** sharing her arctic exploration, the extreme freerider **Tof Henry** and **Roberto Antonioli** member of the Italian alpine skiing team. Others guests included; **Aaron Durogati, Michele Boscacci, Ettore Personnetaz, Alba De Silvestro, Shanty Cipolli, Nadir Maguet** and many others, including a surprise appearance by Federica Mingolla and the great Brette Harrington! Among our mist was also the starred chef **Davide Oldani** discussing his culinary 'POP philosophy'.

In the effort to consolidate our efforts in symbolic yet concrete gestures, we gifted each guest with a **Seedball**, a cluster of seeds protected by a natural bundle of nutrients and soil, idealised by **Giovanni Ludovico Montagnani** founder of CrowdForest which will all play their part in a reforestation project.

The Sustainable Outdoor Days' stage also hosted young athletes who shared their innovative endeavours, such as the adventurous Effetto Albedo initiative and the adrenaline fuelled project "Kyrgyzstan. Big wall e parapendio nel Pamir Alai".

With great pleasure we confirmed yet another year of collaboration between Milano Montagna and **Skialper**, our Main Media Partner who supported the delivery of a series of thrilling tales, images and videos all premiering in the exclusive biography of Tomek Mackiewicz presented by **Emilio Previtali**.

Our grand closure was delivered by this year's star alpinist **Cala Cimenti** who had everyone on the edge of their seats recounting his descent by skis of the Nanga Parbat summit and the first ascent (and consequent skiing descent) of the Gasherbrum VII.

The action sport activities were a main attraction, all **yogAscent** sessions were filled to the brim, turning the Vibram Connection Lab into a sea of mats. All of the action sport activities were supervised by the dedicated students of **Scuola di Scienze Motorie dell'Università degli Studi di Milano**, who ensured that our **Bouldering Area**, within BASE Milano was thoroughly and safely enjoyed by families and children. Expert climbers also enjoyed the area, who this year had the opportunity to participate in our first **boulder contest Blocco SODO powered by Vibram**, thanks to the incredible work by **Manga climbing** and **FASI**, immediately after which all participants ran into and sat on the steps of Room A to see the premier of "Rotpunkt" a Patagonia Film production on Alex Megos.

We reserved a special place for our **educational projects** within the Sustainable Outdoors Days as well, on the 18th of October a rope climbing session was held for students of the **Cavalieri, Agnesi e Arcadia institutes** where through the film Treeline familiarised themselves with the theme of resilience between trees and snow sports.

Not to miss were the winners of the fourth edition of the **Video Awards**, where emerging video makers (more than 500 participants from all around the globe) submitted their work based on a series of themes, the star of which was this year's new addition "Open your eyes. Focus on climate change".

This edition not only brought us important changes, but it consolidated already existing collaborations and brought to light exciting new ones. Most importantly it allowed us to highlight themes which we hold dear and deem profoundly important, and to share that with a growing participation from a varied and more active community.

Since 2013 Milano Montagna during the month of October gathers the community of Mountain and Outdoor enthusiasts of Milan and beyond to meet those who undertake the most jaw dropping achievements of the year, develop new disciplines, see world premiers and listen to scientists and activists' endeavours to preserve the natural world.

The conclusion of the first edition of Milano Montagna Week, which had at its core the Sustainable Outdoor Days, is with a promise. A promise, to prepare a selection of new events and initiatives for 2020 that will take over Milan with Mountains and sustainability for the rest of the year.