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# WOW FACTOR

**An exclusive combination of fashion, art, and design: a never-ending lineup of events in Milan**

BY FEDERICA MASCETTI

**A** dynamic Milan that is constantly evolving, able to offer up experiences, imaginaries, and inspirations. This is the concept behind the events that can be found throughout the city, with its glamorous soul, a wide ranging universe of fashion and art, design and creativity. The world of events in Milan translates into fantasy, creativity, and that certain “wow factor” that Giuseppe Silvestrin knows all about. He’s the founder of Silvestrin & Associati, a key player in the industry. We spoke to him to understand all of the excitement “behind the scenes” for the most talked-about events in the city.

**Milan, Fashion, Events. We often hear these three words together. And you are often one of the key players. What is it like to work in the world of events in Milan? Is fashion always at the centre of things?**

We are actually talking about synonyms because Milan is fashion, and fashion also benefits from the magic of the events that tell its story.



**In recent years, particularly during and after the pandemic, there has been a change in the way major events are planned and held. Specifically, with regards to the fashion industry, what are still some of the biggest challenges?**

Experimentation is the name of the game. That experience has helped create a bridge between more traditional ways of communicating and new technologies.

Today we have learned how to combine the need to return to live events and shows by leveraging the know-how we gained during lockdowns with digital experiences.

The challenge? We are preparing to enter the metaverse, bringing that special quality that has always created a sense of excitement surrounding fashion; the VOGUERAMA initiative that we did for Condé Nast is an example.

**Do you think we can talk about Milan being a “destination” for events today? Why are ever more brands attracted to what Milan has to offer?**

I would say that Milan continues to be one of the preferred destinations for

our industry. It's not only about fashion but about art and design as well because increasingly the synergies that are created lead to a unique galaxy populated by these worlds.

**Location, staging, and entertainment: what are the features that make an event unforgettable? In your opinion, what are the most high-impact locations in Milan now?**

The success of an event often has to do with what we call the “wow factor.” My goals have always been to amaze and engage participants. The secret has to do with creativity and constant painstaking attention to even the smallest details. It is the combination of these elements that leads to the success of an event and makes it unique and amazing every time.

As someone from Milan, I feel fortunate because there are so many wonderful, high-impact locations that allow us to launch creative ideas dedicated to each and every event.

**Silvestrin & Associati recently planned, for example, Convivio 2022, which had a**

**lot of media coverage. What was it like to collaborate with big brands in the fashion industry? And how did you choose the theme for the Sport Couture Gala Dinner?**

I have been working with various fashion brands for many years, and it was a pleasure and an honour to be able to contribute to this initiative.

The whole organization worked on a voluntary basis and involves many professionals and teams from the world of Condé Nast and Emanuela Schmeidler's agency to support Anlaids.

**Some closing thoughts on Milan and events?**  
The future is now.



**“The secret has to do with creativity and constant painstaking attention to even the smallest details”.**