



VM Travel

A JOURNEY THROUGH
INNOVATION, VISION AND
CONTEMPORARY DESIGN

7-9 DAYS
CULTURAL AND
ARCHITECTURAL ITINERARY

AVANT-GARDE ARCHITECTURE

ITALY IS WIDELY CELEBRATED FOR ITS CLASSICAL AND RENAISSANCE HERITAGE, YET IT IS ALSO HOME TO BOLD ARCHITECTURAL EXPERIMENTATION AND VISIONARY CONTEMPORARY PROJECTS. THIS ITINERARY EXPLORES THE COUNTRY THROUGH ITS MOST STRIKING MODERN STRUCTURES AND URBAN TRANSFORMATIONS, REVEALING HOW INNOVATION AND CREATIVITY CONTINUE TO SHAPE THE ITALIAN LANDSCAPE. FROM THE INDUSTRIAL LEGACY OF TURIN TO THE FUTURISTIC FORMS OF SALERNO, THE JOURNEY HIGHLIGHTS THE DIALOGUE BETWEEN HISTORY AND MODERNITY.

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TURIN – INDUSTRIAL HERITAGE REBORN

THE JOURNEY BEGINS IN TURIN, A CITY THAT HAS TRANSFORMED ITS INDUSTRIAL PAST INTO A DYNAMIC CULTURAL IDENTITY. THE ICONIC COMPLEX OF LINGOTTO STANDS AS ONE OF THE MOST REMARKABLE EXAMPLES OF INDUSTRIAL ARCHITECTURE REINVENTED. ONCE A SYMBOL OF ITALIAN AUTOMOTIVE PRODUCTION, THE BUILDING NOW HOSTS CULTURAL SPACES, EXHIBITIONS AND PUBLIC VENUES, ILLUSTRATING HOW ARCHITECTURE CAN BRIDGE HISTORY AND MODERN URBAN LIFE.

MILAN – VERTICAL INNOVATION

THE ROUTE CONTINUES TO MILAN, ITALY'S CAPITAL OF DESIGN AND CONTEMPORARY ARCHITECTURE. MODERN DISTRICTS SUCH AS PORTA NUOVA AND CITYLIFE REVEAL A SKYLINE SHAPED BY VISIONARY INTERNATIONAL ARCHITECTS. HERE STANDS THE CELEBRATED BOSCO VERTICALE, AN EXTRAORDINARY PROJECT WHERE NATURE AND ARCHITECTURE COEXIST IN VERTICAL FORESTS RISING ABOVE THE CITY.

REGGIO EMILIA – ARCHITECTURE IN MOTION

FURTHER SOUTH, THE STRIKING STAZIONE AV MEDIOPADANA APPEARS LIKE A FUTURISTIC SCULPTURE ALONG THE RAILWAY LINE. DESIGNED BY SANTIAGO CALATRAVA, THE STRUCTURE'S RHYTHMIC WHITE WAVES CREATE A SENSE OF MOVEMENT AND LIGHTNESS, TRANSFORMING A TRANSPORTATION HUB INTO AN ARCHITECTURAL LANDMARK.

FLORENCE – MODERNITY BESIDE TRADITION

IN FLORENCE, KNOWN WORLDWIDE FOR RENAISSANCE MASTERPIECES, VISITORS ENCOUNTER A SURPRISING CHAPTER OF MODERN ARCHITECTURE. THE ELEGANT STAZIONE DI FIRENZE SANTA MARIA NOVELLA REPRESENTS ONE OF THE MOST REFINED EXPRESSIONS OF ITALIAN RATIONALIST ARCHITECTURE, DEMONSTRATING HOW MODERN DESIGN CAN HARMONIOUSLY COEXIST WITHIN A HISTORIC CITY.

ROME – FLUID CONTEMPORARY FORMS

ROME OFFERS A FASCINATING ENCOUNTER BETWEEN ANCIENT HERITAGE AND CONTEMPORARY CREATIVITY. THE MAXXI – MUSEO NAZIONALE DELLE ARTI DEL XXI SECOLO, DESIGNED BY ZAHA HADID, STANDS AS ONE OF THE MOST INNOVATIVE MUSEUMS OF CONTEMPORARY ART AND ARCHITECTURE IN EUROPE. ITS FLOWING LINES AND DYNAMIC SPACES REFLECT A NEW LANGUAGE OF ARCHITECTURAL EXPRESSION.

SALERNO – ARCHITECTURE BY THE SEA

THE JOURNEY CONCLUDES ON THE SOUTHERN COAST IN SALERNO, WHERE THE SPECTACULAR STAZIONE MARITTIMA DI SALERNO RISES ALONG THE WATERFRONT. ALSO DESIGNED BY ZAHA HADID, ITS FLUID FORM EVOKES A SEASHELL EMERGING FROM THE HARBOR, SYMBOLIZING THE TRANSFORMATION OF THE CITY'S MARITIME LANDSCAPE.



BEST TIME TO VISIT

SPRING AND AUTUMN OFFER THE MOST PLEASANT CONDITIONS FOR EXPLORING CITIES AND ARCHITECTURAL SITES, WITH MILD WEATHER IDEAL FOR WALKING TOURS AND URBAN DISCOVERY.



IDEAL FOR

- ARCHITECTURE ENTHUSIASTS AND DESIGN LOVERS
- CULTURAL TRAVELERS SEEKING CONTEMPORARY PERSPECTIVES ON ITALY
- ACADEMIC AND PROFESSIONAL ARCHITECTURE GROUPS



