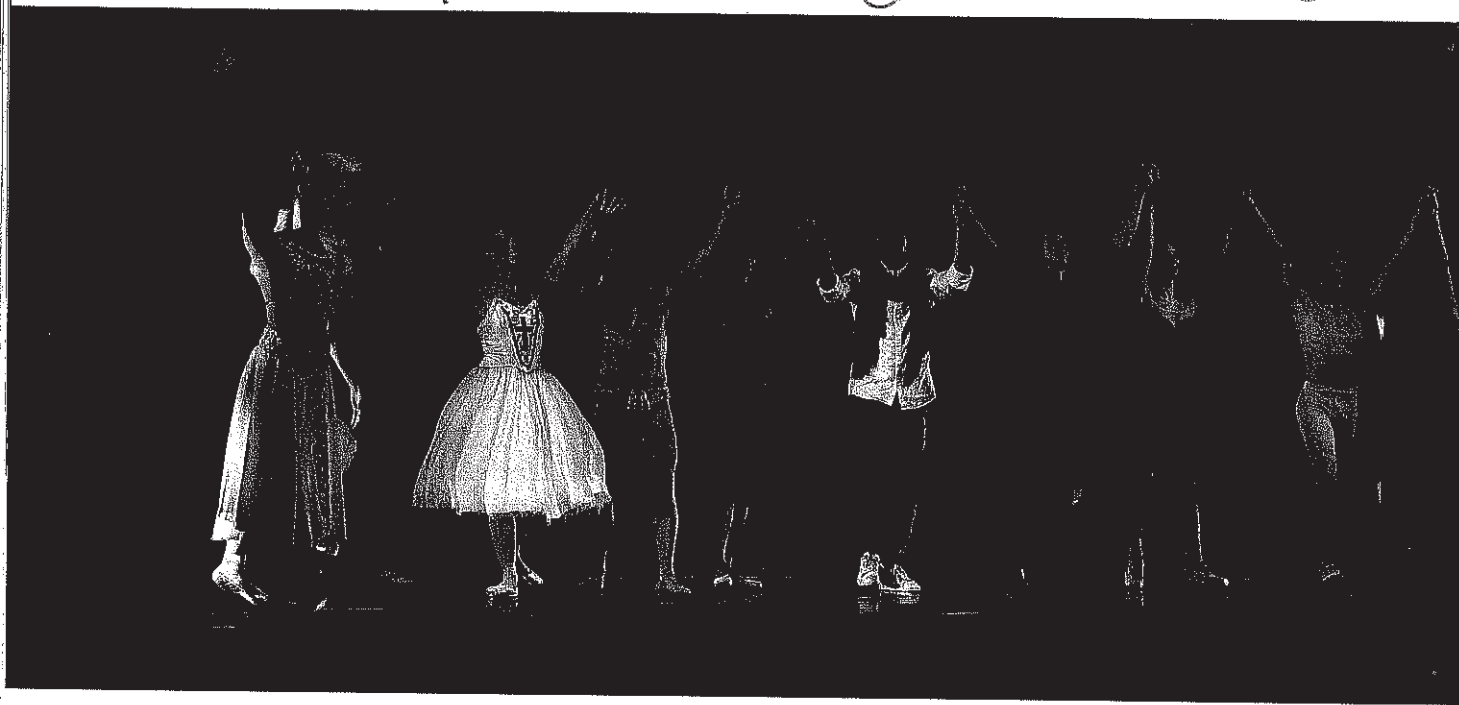
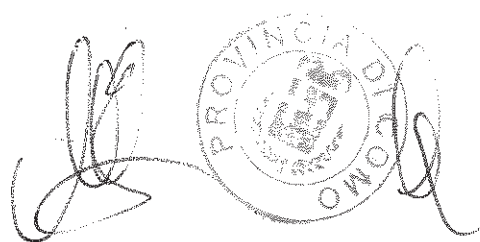


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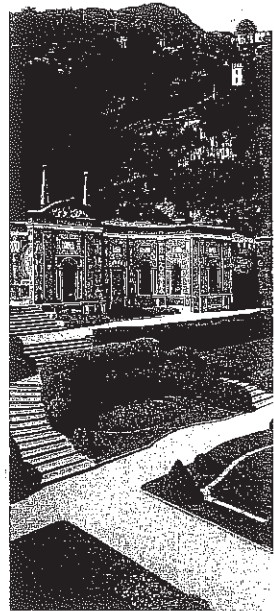
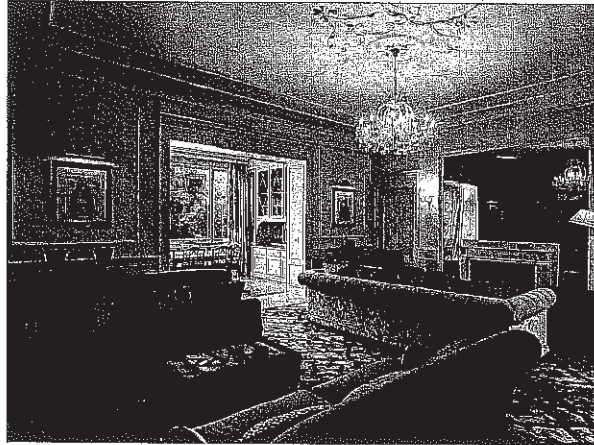
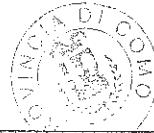


Silk

The golden yarn that links the dance of virtues

The ability of the silk producers is combined with the art of the dancers of Teatro alla Scala of Milan and the genius of Rudolf Nureyev, excellent member of the Russian classic ballet. The result of this refined collaboration was the gala dinner entitled: "La seta accarezza Nureyev: Il filo d'oro che lega la danza delle virtù" held on September 12 in the amazing setting of the park in front of Villa Olmo, on the shores of Lake Como. Silk was the protagonist of the evening for which the city of Como is known all over the world. For the entire duration of the show, this noble material accompanied the choreographies of the étoiles and solos of the Milanese theatre under the different shapes of changing fabrics, turbans with vivacious patterns and elaborated scene dresses. In-between the shows of the dancers, each one with a specific theme tied to a particular virtue, the monologues of Daniel Lumera, writer and teacher. The gala, organised by Carmela Vitali and Francesca Sartorelli, in collaboration with the Municipality of Como and Amici di Como, aimed at supporting not only the candidacy of Como as Creative City Unesco, but also different and important philanthropic realities involved in different sectors. The three non-profit School for Children, Dee di Vita and My Life Design, whose referents gave a speech and thanked the participants and the support

given thanks to the sale of the tickets. During the pauses and the intervals between the acts, numerous famous inhabitants known as entrepreneurs and politics gave their full support to the venture of Como in the process of selection to become part of Creative Cities Unesco. The initial speech was given by Roberto Cazzulani, president of the Italian Office Seta, which thanked the entrepreneurs and persons, who supported the path taken by Como through all the steps requested by Unesco, which verdict was reached in autumn 2019. Then followed the speeches by Giuseppe Giannini, president of the Committee Como and Silk, and the mayor Mario Landriscina. Also Aram Manoukian, president of the Municipality of Como, gave his speech to support the initiative. Daniele Maffei, coordinator of the association Amici di Como, closed the evening with a speech to the hundred spectators who came for the gala, explaining the adventure of Como at Unesco and asking also to Alesandra, representative of Clerici Tessuto and mer di Como, together with Sergio Tamborini, CEO of Ratti SpA, to support the initiative. The final step of the selection with the city of Como in competition with Trieste and Bergamo and to become part of Creative



Private villas at Villa d'Este

exclusive charme

More than an hotel, a destination. More than an historical palace, a tradition. More than a place, a legend. Villa d'Este represents an icon of the international hotellerie appreciated by all its guests thanks to its charme celebrated all over the world. The beautiful scenaries, the exceptional service, the attention to the single detail, the friendly staff and the unique style let Villa d'Este be one of the best luxury hotels in the world for distinguished guests. 152 rooms, one different to the other, with antique furniture of Renaissance style with all the modern comforts. To experience a more intimate stay, the guests can rent four beautiful villas surrounded by the secular park, so they can have all the services of the hotel but with more privacy and the exclusivity of a private place: Villa Cima on the lakefront, Villa Malakoff, Villa Garrovo and the Mosaic House in the magic corner of the garden, where you can find the iconic mosaic and its nymphaeum. Furniture and design have been studied in accordance with the atmosphere of patrician residences of Lake Como and the tradition of Villa d'Este, so they represent the perfect place for those who

want to go on holidays with family and friends, the ideal location for big families. Moreover the guests can have exclusive services, such as private chefs, cooking lessons and boat tours with historical boats. Both Villa Malakoff and Villa Cima were recently object of a restyling project. So Villa d'Este renovates without losing its identity, respecting the elegance of the environments. In Villa Cima new pieces of furniture and tailored pieces were added wrapped with precious fabrics by Loro Piana, creating renovated and welcoming interiors, in which the protagonists are silk, velvet, linen and the softness of the cashmere. The tones of the red pay an homage to the exterior of the villa and the institutional colors of Loro Piana, while the different nuances of the blue remind us of the colors of the lake. The guests of the four villas can have the services of the hotel: restaurants, bars, boutiques, a coiffeur, the garden of the Chef, an elegant Beauty Center and the Sporting Club with gym, sauna, 8 tennis courts, 6 in clay, with lake view, a jogging path, swimming pools, including the floating swimming pool on the lake, the electronic golf, a squash court and the putting green. And also the beautiful park of 10

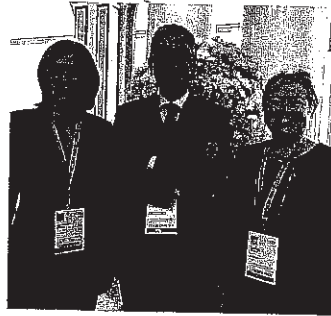
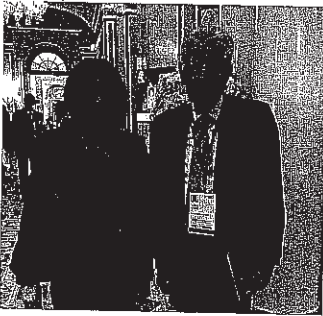
ectars with trees, ancient statues and coloured flowers, one of the most armonious and suggestive examples of Baroque scenography of the Lombardy region and of Italy. In every season, you can find perfumes and colors to remember: in spring roses, camellias, wisteria, azelias; in summer magnolias, hydrangeas, jasmines, lemon trees. Historical witnesses of the garden of Villa d'Este are the ancient plane trees. In the past centuries Queens, Emperors, Cardinals, Aristocrats and today Head of State (among them Barack Obama) and important personalities of economy, of fashion and of show business and sport appreciate the beautiful sceneries of Lake Como and of the gardens with their refreshing shade. Enjoying the great food prepared by the kitchen brigade directed by Michele Zambanini, Executive Chef of Villa d'Este since 2011, who supervises the three restaurants of the Hotel: the refined and elegant Veranda, the Grill with regional proposals and Il Platano, open only in the summer months, with simple and at the same time refined food. Villa d'Este is a world apart that for over 150 years has been representing a paradise for guests of different age in the beautiful location of Lake Como.



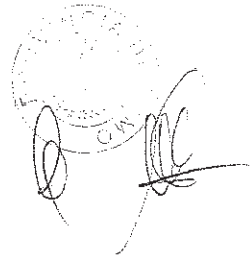


Nella foto, gli editori di Magic Lake con Valerio De Moli, Managing Partner e AD di The European House - Ambrosetti

In this photo, the publisher of Magic Lake with Valerio De Moli, Managing Partner and CEO of The European House - Ambrosetti



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The scenary of today and tomorrow for the competitive strategies

From 6th to 8th September, Villa d'Este di Cernobbio hosted the 45th edition of The European House - Ambrosetti where once again representatives of international institutions, members of Italian government, ministers, Nobel Laureates, entrepreneurs, business managers and experts gathered to discuss topics of utmost importance regarding global economy and society in general. The main theme of the meeting was, *The Scenarios of Today and Tomorrow for Competitive Strategies*. Among the exceptional guests was Hillary Clinton, former USA senator for the State of New York and Secretary of State from 2009 to 2013.

During the course of the Forum members of government from 16 countries and 9 world organisations intervened. The over 200 participants represented total revenues worth of €1.3 trillion, around 15.5% of revenues deriving from EU manufacturing industries, and €47.6 trillion in assets, 2.9 times the EU GDP. During the meeting results of numerous studies and analyses were presented.

Those who intervened include the former Chief of CIA, David Petraeus, astronaut Luca Parmitano who video called from the International Space Station, Economy and Finance Minister of France, Bruno Le Maire, the Italian Minister of Education, Lorenzo Fioramonti and the President of Italy's Confindustria, Vincenzo Boccia.

During the third edition of Peres Heritage Initiative, a project conceived by European House - Ambrosetti in memory of Shimon Peres, the great statesman who participated in the Forum 24 times, three young talents: Enass Abo-Hamed, Lucrezia Bisignani and Dhruv Ghulati, received special awards.

Nel corso dei lavori sono presentate 10 ricerche e analisi realizzate da The European House - Ambrosetti:

- Un'analisi comparativa sui principali indicatori macroeconomici delle maggiori economie rielaborata da The European House - Ambrosetti sulle previsioni di 20 Istituti finanziari internazionali
- Ambrosetti Club Economic Indicator - Terza rilevazione 2019 sulle prospettive economiche dell'Italia, sull'occupazione e sugli investimenti delle imprese
- Just E-volution 2030. Gli impatti socio-economici della transizione energetica in Europa - realizzata in collaborazione con Enel
- Investire nel trasporto ferroviario regionale. Un'opportunità per il Paese e i suoi sistemi territoriali - realizzata in collaborazione con Ferrovie dello Stato Italiane
- 4° Edizione - Global Attractiveness Index: il vero termometro dell'attrattività di un Paese - realizzata in collaborazione con Aviva Italia e Toyota Material Handling Europe
- La P.A. (Pubblica Amministrazione) da Peso Aggiunto a Potenziale Aiuto alla crescita del Paese - realizzata nell'ambito delle attività di Ambrosetti Club
- Progetto 11,7: questo il rapporto tra investimenti strategici stanziati e opere in costruzione. Ne siamo consapevoli? - realizzata nell'ambito delle attività di Ambrosetti Club
- Dal rischio default al successo internazionale in meno di un decennio: la crisi come innesco per una svolta positiva dell'economia portoghese
- L'attrattività e le sfide future per l'Unione Europea: quali priorità per la nuova Commissione Europea
- Verso una Brexit senza accordo. Analisi degli impatti per guidare i business leader nella transizione in atto

tro dell'attrattività di un Paese - realizzata in collaborazione con Aviva Italia e Toyota Material Handling Europe

