



FRIGERIO VIAGGI®

FRIGERIO TRAVEL AT THE FUORISALONE IN MILAN 2021

Milan, 09 September 2021 – On the occasion of the Milan Fuorisalone 2021, Frigerio Viaggi was a partner of an exceptional event in the evocative setting of Piazza del Cannone (Castello Sforzesco).

Privitera Eventi, leader in the scenographic roofing sector, has set up the new Greenhouse La Fenice Garden greenhouse, which from 4 to 10 September has become the beating heart of the international week dedicated to design. And it was precisely in this suggestive location that it took place The official DDN AWARDS awards ceremony was held in September, which recognized the best design and architecture projects. For the occasion, Frigerio Viaggi was a partner of the gala dinner which saw Enrico Derflinger, president of Eurotoques Europa, in the kitchen, accompanied by the starred chefs Gianni Tarabini, Viviana Varese, Silvia Baracchi and Paolo Gramaglia. The guests were guided in discovering the menus by the food blogger Aurora Cavallo.

“The Salone del Mobile in Milan got off to a great start, after the stop in 2020 due to the pandemic, with a turnout exceeding expectations and very positive numbers” comments Paola Frigerio, Leisure, Marketing & Network Director of Frigerio Viaggi “We strongly wanted participate in this moment of "restart" with our contribution as a tourism company, one of the sectors that has certainly been most affected by the Covid-19 emergency. But today we want to be positive and, after having dealt with digital and hybrid events since spring 2020, immediately return to investing in in-person events. We invited some of our best Corporate customers to this very exclusive dinner to toast a new beginning, in collaboration with NEXI, a partner with whom we are sharing a path made of innovation and technology to respond to the ever-changing needs of customers".

During the evening, Fabio Candiani, Director of Sales and Network Italy of MSC Cruises, also spoke at the award ceremony for the winners of 1 prize cruise in the Mediterranean. Guests also received a free OpenCITY Milano digital experience: the app developed by Frigerio Viaggi to visit and discover Milan, the first true example of digital tourism. Its format, totally innovative and unique in the world, was created to accompany the traveler on a live exploration of the places described, through an immersive experience. Even from home!

The evening was the perfect opportunity to seal the launch of the Italian Experience project, which sees Frigerio Viaggi, DDN, Eurotoques and Privitera Allestimenti as partners: an ambitious project that will bring the Italian experience to all those cities that will host the international weeks of design. Made in Italy at 360° with its excellence, its creativity, the genius and attention to detail that have always distinguished it, both in food and travel, as well as in the events and design sector.

FRIGERIO VIAGGI - The Frigerio Group today brings together over 50 travel agencies and travel planners throughout Italy and offers guarantees of seriousness and reliability. Individual and group travel, Holidays, Incoming, Business and Corporate Travel, Meetings, Incentives, Congresses and Events without forgetting Communication and Marketing: these are the areas of excellence in which today the company stands out for giving each of its individual customers, in addition to the care and attention that are part of its tradition, a unique and unrepeatable.

**For more information:
FRIGERIO VIAGGI PRESS OFFICE**

**Erika Biancotto, Tel 0362.350.300, e-mail: ebiancotto@frigerioviaggi.com
www.frigerioviaggi.com; Facebook: www.facebook.com/frigerioviagginetwork**