

# MANIFESTO

Corso Venezia 11.  
Our address.

The gateway to a place that we proudly return to the city with a name we crafted taking inspiration from its genius loci and its role.

THE GROUND WHERE **WE PLANTED THE SEED OF OUR IMAGINATION AND OUR AMBITIONS.**

THE GROUND WHERE **WE SOW THROUGH EDUCATION:**

we train new generations of men and women, seeing their potential in the new light of merit, ethics, and generosity.

WHERE **WE CULTIVATE A NEW SENSE OF FORMALITY:**

we believe in the beauty and in the harmony of behaviors, in rules to be interpreted and lived creatively, in the sense of proportion that guides our actions.

WHERE **WE NURTURE AN EVOLVED MINDSET:**

attitude is what we seek; starting from a foundation is necessary, but understanding that renewing and evolving ourselves is the most priceless gift we can offer the world.

WHERE **WE REAP THE FRUITS OF NEW WAYS OF THINKING:**

to rigid frameworks, outlines, and borders, we prefer the idea of a constantly evolving project.

We create the conditions for everyone to freely express their identity and to find joy in their work and in a shared journey.

**THIS IS WHO WE ARE.**

This is our way, and this is the home that 500 years ago men and women like us built around it. Here we welcome people, we share ideas, and we promote projects that reflect our values and the meaning of what we call hospitality.

**This is PORTRAIT MILANO**