



Feel the #italianity with King DMC:
we bring you to the core of Italy. Its beauty, its passion, its secrets.



The great
Italian
football excellence

King DMC takes you on a journey to discover some of the most world-wide known football teams.

Visit the stadium and the museums and feel the Italian love for this game!





What about it

Lombardia and Piemonte are two of the regions covered by this fun tour!

Let's start!

SEE MORE



Airport

The international airport of Milan MXP is 50km away from the city center and 135km from Turin
Easy connection to Turin, no need for a domestic flight



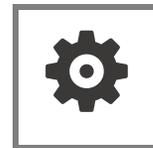
Why arrive in Milan

Milan is the biggest city in North of Italy and it's well connected to most of the other big cities in Italy by fast trains and buses through the highway



Itinerary

Milan and Turin are just 140km from each other:
Ideal for a combo-tour!



Things to do

All about football, wine and food, exciting activities

MILAN



Milan lives between past and present, among historic itineraries and art museums, and then beautiful parks and lively nightlife along the Navigli river. Not as touristic as other Italian cities, it has indeed a lot to offer: churches and cathedrals, especially of course the Duomo. And museums, like the Pinacoteca di Brera or the contemporary Museo del Novecento.

And then, temporary exhibitions, festivals, fashion events are on every year calendar.

San Siro Stadium

The first Museum in Italy within a Stadium.

Discover the legendary stadium Giuseppe Meazza in San Siro and realize the dream of crossing the same areas trampled by the greatest champions in the history of Football. Supported by specialized staff, you can retrace the real route of the football players, passing from the mixed zone to the locker rooms of both teams;



subsequently you'll pass through the famous tunnel entrance to the field, at the end of which you'll get the most exciting and magical view of the "Scala del Calcio".

Once you leave the pitch you can take a rest in the stands, including that of honour and enjoying an additional view of the stadium, accompanied by an interesting historical and structural description.

Casa Milan

A place designed for corporate events, kick off meetings and business conventions, where you breathe passion everywhere. Casa Milan conference room is on the third floor of the building and is the ideal location for corporate and business meetings and professional training courses. This location is well equipped for any kind of event as well as having a bistrot terrace for coffee breaks or business meals.

Casa Milan also offers team building and incentive services, as privileged view on football matches.



TURIN



Italy's first capital city in 1861 and home to the House of Savoy, it has always been known as the living-room town and seems built to walk calmly along its avenues and through its squares. It is the great town of porticoes, a unique urban features in their extension and development along avenues. Today it has turned into a modern and lively city, it hosts gastronomic excellences to be enjoyed after a visit to the homeland of the automobile: FIAT was born here!

Juventus Allianz Stadium



Pay a visit to Juventus Museum and relive all the club's history and triumphs.

Enjoy a unique and memorable experience packed with technology, multimedia and memorabilia.

In addition to the Museum visit, you will have the chance to sample the most exclusive areas of Allianz Stadium

by combining the Museum ticket to the Allianz stadium tour.

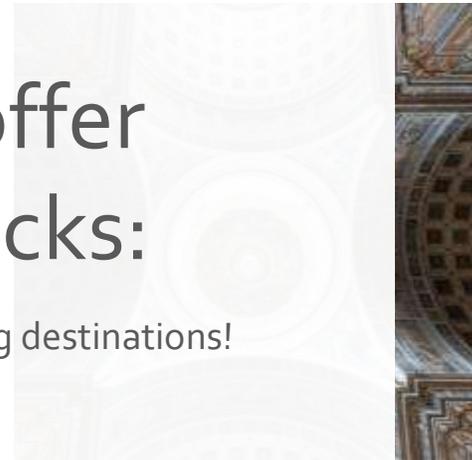
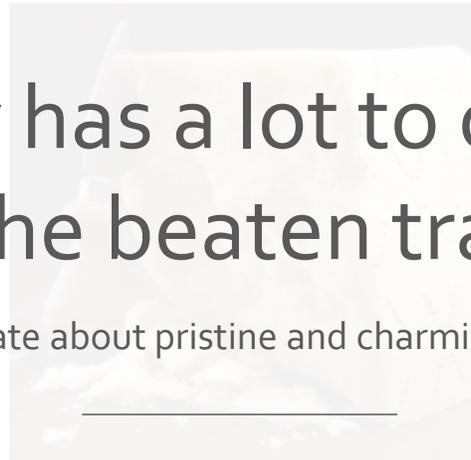
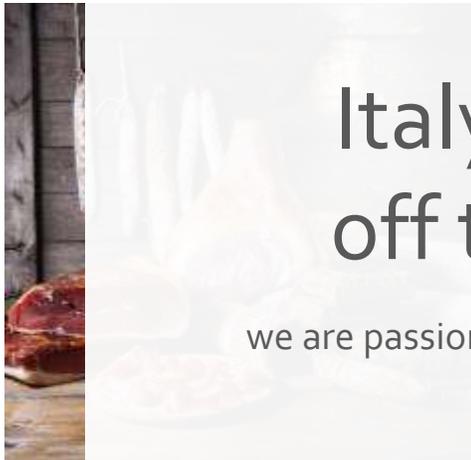


Jhotel

The Juventus Hotel

Very modern and, of course, steeped in black and white DNA. It stands on an area of 11,200 square meters, a few hundred meters from the Juventus Stadium and will be the venue for Juventus' pre-match retreats. Each room is characterized by a unique style and design, so as to give fans "a black and white experience". There will also be a personalized courtesy kit called "J".

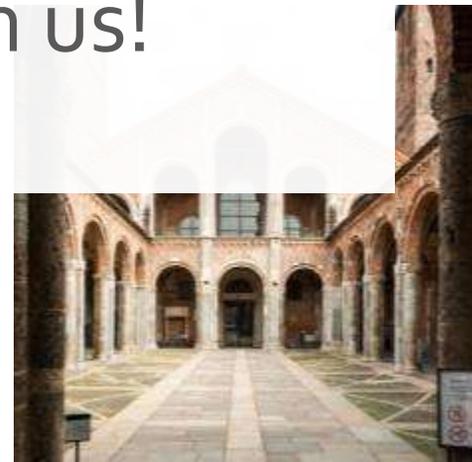
In short, by choosing to stay there you will have great chances to meet in the hall the various Cristiano Ronaldo, Buffon, Chiellini or one of the other Juventus champions.



Italy has a lot to offer
off the beaten tracks:

we are passionate about pristine and charming destinations!

discover Italy with us!



CONTACTS

ROMA

Via G. Romagnosi 18/A 00196 Rome, Italy
Ph +39 06 36210200

MILANO

Via Pagano, 52 20145 Milano, Italy
Ph +39 02 43911121



KING DMC

MICE & EVENTS

FIT

TEAM BUILDING

WEDDINGS

SALES

kingdmc@kingdmc.com

mice@kingdmc.com

FIT@kingdmc.com

media@kingdmc.com

weddings@kingdmc.com

sales@kingdmc.com