

April 15, 2010

TO: Fellow Members and Friends of the Academy  
FROM: Bob King  
SUBJECT: AAA in Milan in 2010

Throughout its 52-year history, the American Academy of Advertising has held annual conferences in North America. In addition, in 2001 AAA took its first event to the Asia-Pacific region with a highly successful conference in Japan. At two-year intervals we have enjoyed successor events in the region: again in Japan (2003), and then in Hong Kong (2005), Seoul (2007) and Beijing (2009), and plans are under way for Brisbane, Australia (2011). These conferences have resulted in increased AAA service to its members in the Asia-Pacific region, new research partnerships among newly developed professional acquaintances, a strengthened “world view” which supports our teaching efforts, and a pleasant and productive “holiday abroad” at the end of the academic year.

Now the Academy will cross the Atlantic for its first European conference to be held in Milan, Italy during June 4-6, 2010 with the cooperation of the Università Cattolica del Sacro Cuore. Our honored AAA colleague, Edoardo Brioschi, has played a vital role in developing arrangements in Milan, and Eric Haley has chaired construction of a most attractive three-day program of refereed papers and special topics sessions.

The following information is provided for your guidance in planning to attend the Milan conference.

### **Milan and Lombardy.**

The guidebook says: “Milan is a multi-faceted city and it is also constantly changing, so that it cannot be summed up in a few words. It is a heterogeneous city, a little bit untidy, very often slippery and it doesn’t show itself to the visitor immediately: one has to look at it for long, with curiosity, patience and attention. In Milan anything can be found: the old and the new, progress and backwardness, wealth and poverty, culture and sub-culture, architectural beauties and monstrosities”... and on it goes.

Its history dates back to the sixth century B.C. and the Lombard Gauls; conquered by the Romans in 89 B.C.; the Edict of Milan in 313 A.D. giving freedom of worship to Christianity; devastated by the Goths in 538; dominated at times by Spain and Austria; and finally in 1861 becoming part of the Italian Kingdom.

And what a treasure house it is, just waiting for us. First, the Duomo (Cathedral), “an immense mountain of marble shaped into statues, pinnacles, buttresses rampant arches and pillars” with some 3,500 statues dominates the city. Construction began in 1386, and today it is considered the third largest church in the world after St. Peter’s in Rome and the Cathedral of Seville. For music lovers there is La Scala Opera House inaugurated in 1778. This opera “temple” hosted premieres of works by Verdi, Puccini, Rossini, Bellini, Donizetti, Mascagni and others. And for serious shoppers, remember that Milan is considered by many to be “the capital of fashion” with its “streets of the haute couture” (via Borgospesso, via della Spiga, via Monte-napoleone, via Sant’ Andrea and others). And perhaps the world’s best known shopping arcade, the Galleria Vittorio Emanuele II, offers everything from designer labels to a comfortable McDonald’s unapologetically located at the very center of the Galleria.

And don’t forget the churches, museums and palaces which are counted by the dozens throughout the city. In the minds of many, Leonardo rules!! The Church of Santa Maria delle Grazie (located directly across the street from our headquarters hotel) houses his renowned fresco, “Last Supper.” Recently restored, it was appropriately painted on the wall of the ancient refectory of the convent between 1495 and 1498.

And finally: the food. (This is Italy, after all!!) Milan is a paradise for gourmets: risotto, minestrone, polenta, panettone (check out the legend of “il pan del Toni”), and much more. But don’t forget the gelati – best in the world!

### **Location and Time of the Conference.**

Professional conference sessions will be held at the Università Cattolica del Sacro Cuore, a highly regarded university with an enrollment of about 40,000 in central Milan. The opening ceremony is scheduled on Friday, June 4 at 8:30 a.m. Sessions will run all day on Friday, half day on Saturday, and all day on Sunday. Please refer to the program schedule prepared by Eric Haley for detailed information. Lunches for registered attendees will be held at the university.

**One suggestion:** plan to arrive in Milan not later than the morning of Thursday, June 3 for a bit of rest following your long flight and an evening event (reception or dinner, and pickup of registration materials). Of course, you may want to arrive even earlier, or to extend your visit past the conclusion of the conference, possibly for an optional Monday tour into the Italian-Swiss lake country (e.g., Lakes Maggiore, Lugano, and Como).

Also, remember that rail service is fast and easy from Milan to Florence, Venice, Rome and other destinations. To arrange more extended travel in Italy and beyond, you may wish to contact

Ms. Michela Cervone at her office located on the university grounds  
([michela.cervone@gruppoveronelli.it](mailto:michela.cervone@gruppoveronelli.it))

### **Travel to Milan and to the Hotel.**

Milan is served by two airports. Most intercontinental flights operate into Malpensa Airport (code MXP), and this is the one you should use. Direct non-stop flights are operated from Newark (EWR) and Washington Dulles (IAD) (both by Continental and United), and from Atlanta (ATL) (by Delta). And it is possible to arrange two-segment flights with a change at a European airport on most airlines. We are currently attempting to negotiate a contract for group fares on a U.S. airline, but details are not yet complete. Information will be posted on this website as soon as it becomes available.

Upon arriving at Malpensa Airport, your best service into Milan will be by airport rail service (i.e., the Malpensa Express). The rail terminal is connected directly to the airport terminal, and the directions are well marked. Use the elevator in the airport terminal for easier handling of your luggage. A staff is on duty at the rail station ticket window, and the cost of tickets at the time of this writing is 22 Euros roundtrip. Several trains are scheduled each hour with only two or three stops en route to the city terminal (Milano Cadorna), which is the end of the line. While our hotel is only a 10-minute walk away, it would be best to take a taxi to the hotel for about 4-5 Euros.

### **Our Headquarters Hotel(s).**

In view of the relatively high cost of hotels in Milan, it seems prudent to use high-quality three-star hotel accommodations for the conference. And for convenience it is preferable for our hotel to be within reasonable walking distance of the university. Most of the newer four- and five-star hotels are located some distance from the university, which is more centrally situated.

We have been most fortunate in finding a happy compromise: the Hotel Palazzo delle Stelline, a very comfortable hotel with an impressive history. The Palazzo was created in 1576 to care for orphans, the marginalized, and the homeless resulting from plagues and bloody conquests of this Lombardian city in the 16<sup>th</sup> century. In 1578 the Archbishop of Milan leased the former monastery of the Benedictines of Santa Maria della



*Hotel Palazzo delle Stelline*

Stella to establish “a hospital for the poor and humble beggars” there. In the middle of the 1600s, the structure offered its services almost completely to needy children, especially housing young orphans. While dramatically renovated over the course of centuries, the Palazzo has maintained its ancient architectural characteristics, and remains one of the important cultural sites of Milan. Today it also contains a modern conference center in addition to its guest rooms.



*An inside view of Hotel Palazzo delle Stelline*

Although the lobby area is quite small, corridors with glass walls look out into a rectangular interior courtyard. And from many guest room windows there are views of the dome of the Church of Santa Maria delle Grazie (home of Leonardo’s painting, “Last Supper”) just across the street. A large breakfast room on the second floor offers an unlimited buffet each morning. And a tram line to the city center (only three stops away) runs in front of the hotel (at this writing, the fare for a ticket is 1 Euro).

We have negotiated good rates for Milan, as follows: single room – 90 Euros; double room used by only one person – 122 Euros; and double room with double occupancy – 132 Euros. All rates are for rooms with private bathroom, and include the breakfast buffet, service and tax. Also, these rates apply for extra days of stay before and/or after the actual conference dates.

**Please note:** the hotel could only allot 20 single and 20 double rooms for use by our attendees. Once those rooms have been reserved, it will be necessary to accommodate later requests at the King Hotel (equidistant from the university, but from a different direction) at a room rate of 150 Euros (single) or 170 Euros (double).

It will be clearly preferable if all of us can be together at the Palazzo delle Stelline where we will have a dinner, and from which we can walk together to the university. You have a choice of method for requesting your hotel reservation: (1) use the posted web link (<https://www.gruppoveronelli.com/HotelReservations/frmEcaa2010.aspx> ),

or download, complete, and return the hotel request form to Ms. Cervone by FAX (0039.02.8055533). Since a credit card deposit in the amount of one night's stay is required, you will need to provide your credit card information. We are assured by Ms. Cervone of the security of the link, even though you may receive messages questioning its authenticity. Responding via FAX may give you some additional confidence. Sending the form by post to Milan will take undue delivery time, resulting in your room assignment at the alternate hotel at a higher rate. Note that it is to your advantage to make your hotel reservation quickly.

### **Conference Registration Fees.**

In keeping with AAA tradition, every effort has been made to make this conference affordable. Our biggest obstacle is the foreign currency exchange rate over which we have no control. Even so, the registration fee is a bargain given its inclusive package: admission to all professional sessions, 3 lunches, morning and afternoon coffee breaks, at least one dinner or reception, a guided walking tour of central Milan, and specially reduced rates for students who are currently actively enrolled in university-level studies. There is a modest difference in registration fees for persons who are current AAA members and those who are not. Of course, the Academy welcomes all to membership. If you are not currently a member, you may choose to join or renew your membership now (through [www.aaasite.org](http://www.aaasite.org)), and pay the member fee later when you register for the conference.

Registration may be accomplished either online (payment by credit card) or by mailing in a completed registration form (payment by check). The registration fees are:

For AAA regular members – \$225

For AAA student members – \$165

For non-members – \$260

For non-member students – \$175



*Church of Santa Maria delle Grazie - home of da Vinci's "The Last Supper"*



**Optional Tour.**

One tour is being offered to attendees and their guests on an optional basis. Please note that you must include your ticket orders directly on the conference registration form. It is unlikely that additional tickets will be available after our arrival in Milan.

The tour is a day-long visit on Monday, June 7, to the magnificent lake country along the Swiss-Italian border, about one hour away from Milan. We will travel by train to Arona, have a cruise on Lago Maggiore, on to Locarno (Switzerland), and then by train to Domodossola and Milan. Lunch is included in the tour cost of \$120 per person. Order your tickets on the conference registration form.

Conference attendees are welcome to include family members and other guests on the tour and the dinner on Thursday, June 3, but it is necessary that tickets be ordered in advance on the conference registration form.

**In Conclusion.**

Hopefully, this information will be helpful as you make plans for attending AAA's Milan venture. Please, contact me ([rking@richmond.edu](mailto:rking@richmond.edu)) if you have questions concerning the program content or structure. I look forward to seeing you in Milan in early June.

Bob King