

Milano da Scrocco



A project by
Yunes Calore
Alessio Ferrantino
Giada Lanzotti

Who are we?



We are **Alessio, Giada** and **Yunes**. Our friendship has born between university desks of the **Academy of Fine Arts of Brera**, during the **Techniques of Audiovisual Documentation** class, in the **New Technology of Art** department.



Alessio Ferrantino

Alessio is 21 years old.
He comes from **Nova
Milanese (MB)** and
lives in Milano since
one year and half.



Yunes Calore

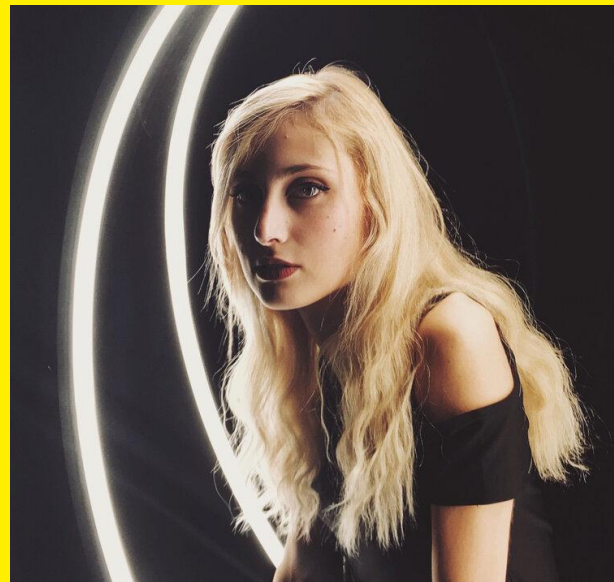


With him lives **Yunes**,
the older one, class
1996 and he comes
from **Sanremo (IM)**, in
Liguria.



Giada Lanzotti

Then there's **Giada**, 22 years old and she comes from **Modena**, in Emilia Romagna.

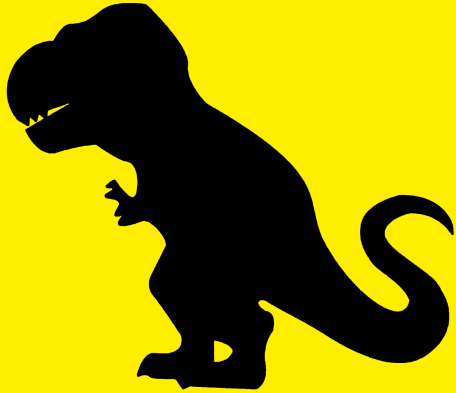


Milano for us

We are “**off-site students**” and we come from different realities distant from the **Milano** one. At the beginning, when we arrived into the city, the way of living here was different and more **superficial**. We didn't know the best places to visit in Milano and we found ourselves in a **high-cost city** without any tool to orientate ourselves. We needed **something that could move us from house** in order to have fun and know new people.



And so has born...



MILANO DA SCROCCO

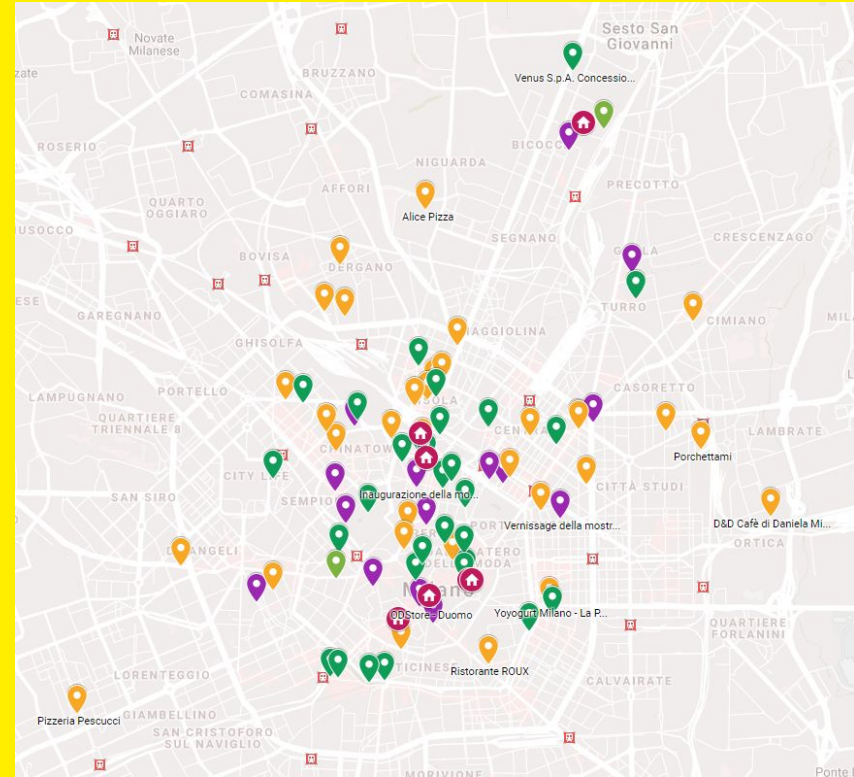
#ScroccoErgoSum

Milano da Scrocco has born the
May 28th 2018 as a university
project, because for the exam we
had to “map” with creativity the city
of **Milano**.



Events

And that's how, riding around the city, we discovered a high number of free events that we didn't notice before: we started from **vernissages** of exhibithions, **shows** and then **inaugurations**, **cocktail party**, **appetizers**, **buffet** and **distribution of free samples** all around the city.



Social Networks



At the beginning we would go to the events just us and our friends, then we decided to open up this activity sharable all around the world, so **“social”**.



How it works?

On the social channels and on the website of **Milano da Scrocco** it can be found, everyday, free events of every genre: **inaugurations** of public places, **vernissage** of **exibithions**, **theatral shows anTud cinema**, **museums**, **free samples of new products**, **cultural events...** and many more. As we keep going to events, more opportunities to find new realities born.



Is it a job?



Milano da Scrocco is now a **job** for us, from the point of view of time spent and from the **external collaborations**. Handling our social pages, website and public relation with someone who wants to work with us requires **commitment, perseverance, dedication** and many hours studying marketing strategies and making **editorial calendars**.

We are a small **Editorial Staff**.
It's not about posting pictures or Instagram Stories, like many thinks!



Practically, what is Milano da Scrocco?

MILANO DA SCROCCO

CHI SONO?

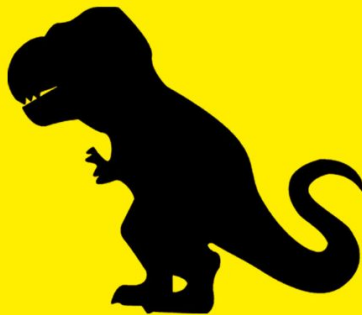


Our site



[HOME](#) [ABOUT](#) [CRONACHE DA SCROCCO](#) [EVENTI DELLA SETTIMANA](#) [SHOP](#) [CONTATTACI](#) [SEGUICI SU](#)

#SCROCCOERGOSUM



BENVENUTO SU
MILANO DA SCROCCO

www.milanodascrocco.com

Instagram



www.instagram.com/milanodascrocco

milanodascrocco

Segui già

...

443 post

54,4mila follower

388 profili seguiti

Milano da Scrocco

Scoprire Milano non ha prezzo, e non è un modo di dire. Tutti i giorni info su EVENTI GRATUITI della città

✉ info@milanodascrocco.com

#ScroccoErgoSum

www.milanodascrocco.com

Followers: pandamoniumwear, elisadelfranco, koebane.exr e altri 279

POST

POST IN CUI TI HANNO TAGGATO

Facebook



www.facebook.com/milanodascrocco

A screenshot of the Facebook profile page for 'Milano da Scrocco'. The page features a circular profile picture with a yellow background and a black dinosaur silhouette, with the text 'MILANO DA SCROCCO' and 'scroccoergosum' below it. The cover photo is a large black rectangle with a yellow dinosaur silhouette and the text 'SCROCCOERGOSUM' and 'MILANO DA SCROCCO'. The left sidebar shows navigation options: Home, Post, Informazioni, Recensioni, Foto, Video, Community, Eventi, Note, and a 'Crea una Pagina' button. The main content area shows a post from 'Milano da Scrocco' with the text 'Buongiorno Scroccosauri! Rieccoci con il calendario settimanale degli eventi'. Below the post is a yellow banner with the text 'GLI EVENTI DELLA SETTIMANA'. The right sidebar shows a rating of 4.9 stars, a 'Fai una domanda a Milano da Scrocco' section with three questions, and a 'Digita una domanda...' input field.

Conclusions

Milano is rich of opportunities, you need to live it from the first day you're here. Besides our project, there are hundreds initiatives that helps enjoying the city!



Thank you for the attention, if you have any question or doubt we're here.

**Yunes Calore
Alessio Ferrantino
Giada Lanzotti**

Milano da Scrocco Team