

Follow  *Mi*
around

***Experiences in Milan,
memorable by design***





Experiences in Milan, memorable by design

Milan is our home. Thanks to our deep local expertise, we design unique experiences and seamlessly manage every detail for groups, companies, and agencies.





About us

Our work is rooted in **careful design and personalization**. Every experience is thoughtfully crafted around people, objectives, and context, while being delivered in a **seamless and reliable way**. Creativity and precision go hand in hand, ensuring each project runs smoothly from concept to execution.

We are deeply connected to the city we operate in. Through long-standing collaborations with local businesses, artisans, and creative professionals, we bring Milan to life in an authentic and contemporary way—transforming places, stories, and encounters into meaningful moments.

Our team of passionate professionals continuously develops new formats and ideas, shaping experiences that **connect people, spark emotion, and feel genuinely unique**.

followmiaround.com

Embrace Experiences

INCLUSIVE. MULTISENSORY. DESIGNED FOR EVERYONE, BY EVERYONE.

Embrace Experiences is a project by FollowMi Around created to rethink the way people experience Milan through **inclusive and multisensory design**. Each Embrace experience is multisensory by nature, inviting participants to engage with the city through **emotions, senses, and interaction**.

We work closely with **associations and organizations** that support people with disabilities, ensuring that our experiences are welcoming, adaptable, and respectful of different abilities, needs, and sensitivities.

Our project is driven by two clear goals:

1. To design **experiences that are truly inclusive**, accessible, and open to everyone
2. To **use multisensory design** to create richer, deeper, and more meaningful experiences, going beyond ordinary activities and engaging all the senses.

Sustainability is an integral part of the project. We encourage walking and public transportation, collaborate with local artisans, small businesses, and associations, and actively **support the social fabric of the city**.

Developed with the support of European Union funding, Embrace represents a concrete step toward a more inclusive, responsible, and forward-thinking approach to tourism and group activities.



Finanziato
dall'Unione europea

This Project is funded by the European Innovation Council and SMEs Executive Agency (EISMEA),



Meet the team

Unmatched passion. Proven expertise.

Our team of passionate professionals creates unique experiences that build connection, spark emotion, and remain memorable over time.



Beatrice

Curious about cultures, driven by sharing



Simone

Nature & outdoor enthusiast



Francesco

Architecture lover & urban explorer



Irena

Lifestyle and literature enthusiast



Marco

Passionate about ancient civilizations



Maria Chiara

Expert in traditional Italian food



>3000 GUESTS IN 2025

including



Authentic Milan Food Tour

This guided food walking tour takes you to carefully **selected local restaurants** and food spots, where Milanese people truly eat and gather. Along the way, you'll stop at curated venues where you can sit down and enjoy your tastings comfortably, making this experience **perfect in every season**. The tour includes various food stop, plus a glass of wine or local drink and bottled water. More than just food, this experience offers **stories and insights into Milan's lifestyle**, history, and culinary culture—shared by a passionate local who brings the city to life through its flavors.



Cooking class

A refined and immersive culinary experience set in an **exclusive Milanese venue**. Through a hands-on approach, guests will explore the **history and traditions of Italian cuisine**, before enjoying a curated tasting of their creations accompanied by fine **Italian wine**.



Opera Gourmet – A Bespoke Dining & Music Experience

Opera Gourmet is a signature experience by FollowMi Around, **combining fine dining with live opera** performances by professional musicians and singers. Designed for corporate and incentive events, each experience is fully customized to match your goals and audience.

We create and manage everything: **exclusive venues, artists, musical program, food**, and all the elements needed to deliver a seamless event. Every detail is curated around your needs, turning an evening into an elegant, immersive, and **unforgettable experience**.



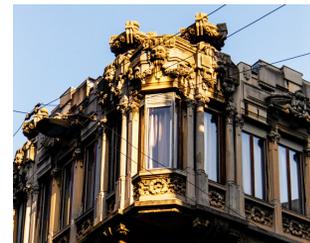
Street art tour

Milan is a **dynamic city bursting with creativity**, where once-ordinary walls have been transformed into stunning masterpieces by talented street artists. From quirky shops to working-class streets where street art is a form of protest, our local expert will show you the **cool neighborhood of NoLo**, full of distinctive corners.



Secret tour

Explore **beyond the beaten path** and discover Milan's hidden gems. Led by a savvy local guide, immerse yourself in Milan's captivating culture and history, as you venture into the city's most extraordinary and **unexpected corners**. Our local experts have meticulously curated this tour to showcase Milan's **best-kept secrets**, often overlooked by regular tourists.



Duomo tour

The Duomo is Milan's most iconic landmark, a **masterpiece** of architectural and artistic achievement. Take it to new heights with a **rooftop adventure** for an unrivaled cityscape. Gaze upon the panorama from Milan's once highest point, graced by the golden statue of Mary.



Highlights tour



Get ready to discover the best of Milan! Embark on a journey through time as you visit the charming **landmarks and iconic sites** of Milan's historic center. The city is filled with **hidden gems** and spots that hold a rich history just waiting to be uncovered. This tour offers the opportunity to explore the fascinating stories and **architectural marvels** that define the city.

Como lake experience



Discover the mesmerizing beauty of Lake Como on a **day trip from Milan**, immersing yourself in the authentic Northern Italian lifestyle. This experience can be fully customized, with **different itineraries** including **Como** and its surroundings or **Varenna** and **Bellagio**, connected by a scenic ferry boat ride.

We take care of everything: transportation, guided historical insights, curated food experiences, and a **tailor-made program** designed around your group's needs. From culture to cuisine, every detail is planned to create a seamless and unforgettable day on Lake Como.

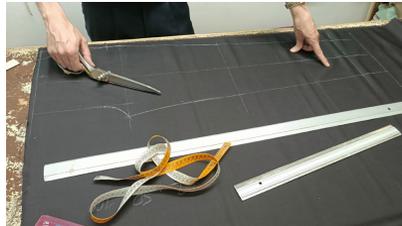


Milan Fashion Artisanal Workshop

Milan and Italy are internationally renowned for their **tradition of artisanal excellence** and craftsmanship, especially in the world of fashion and design. With this experience, FollowMi Around offers companies and groups the opportunity to step inside this heritage through a **tailor-made artisanal workshop**.

We collaborate with selected Milanese artisans in fields such as fashion and tailoring, jewelry, leather goods, and other creative crafts. Guided by professionals, participants discover the **values behind Made in Italy**—quality, time, and attention to detail—while taking part in a hands-on activity.

Designed as a team-building or incentive experience, the workshop **encourages creativity, collaboration, and engagement**. Each participant creates a small handcrafted item, a meaningful souvenir that reflects the experience shared together.



Blind wine tasting

A Sensory Team-Building Experience

A unique wine **team-building experience** where sight is removed to heighten taste, smell, and perception. Guided by a wine expert, participants taste and analyze wines without visual cues, focusing on aromas, textures, and flavors. This blind tasting **encourages teamwork, communication, and trust**, transforming wine tasting into a fun and engaging sensory challenge. A refined yet playful activity, ideal for corporate groups looking for a fresh and memorable experience.



Multisensory Aperitivo in Sign Language

Communication Beyond Words

This original aperitivo experience explores **new ways of connecting** through taste, movement, and visual language. The activity is led by professional Sign Language teachers, often Deaf educators, who guide participants in discovering the basics of Italian Sign Language (LIS). While enjoying food and drinks, **guests learn to communicate without spoken words**, engaging sight, gesture, and expression in a truly multisensory way. A relaxed yet meaningful team experience that **promotes awareness, empathy**, and authentic human **connection** beyond traditional communication.



Pottery workshop

Hands-On Craft & Creative Connection

This pottery workshop invites participants to slow down and reconnect through **touch, texture, and creativity**. Guided by skilled artisans, teams discover the basics of ceramic craftsmanship while working with clay using their hands and senses.

The experience encourages collaboration, focus, and experimentation, allowing everyone to **create a unique handmade object**. A relaxing and engaging team activity that celebrates craftsmanship, creativity, and the pleasure of making something tangible together.



Street Art workshop

Urban Creativity & Social Expression

Discover street art as a powerful form of creative and social expression. Guided by professional street artists, participants explore a **vibrant neighborhood**, learning about its cultural identity, social relevance, and visual language. The experience combines **urban exploration and hands-on creation**, using different artistic techniques and materials. Teams paint together in a shared, **multisensory process** - either on canvases or, where permitted, in public spaces - supporting local creativity and connecting with the city in an authentic way.



Treasure hunt

A Multisensory Urban Adventure

This interactive treasure hunt transforms parks or city centers into a **dynamic playground for teams**. Participants solve clues and challenges using all five senses, encouraging **collaboration, creativity, and problem-solving**. Fully customizable for each group, the experience is accessible, engaging, and adaptable to different goals and locations. A **fun and inclusive** way to explore the city while strengthening team bonds through shared discovery.



Inclusive Sports Experience

Team Play, Movement & Connection

Designed for corporate sports days and team-building events, this experience introduces participants to **innovative and collaborative sports** such as tandem cycling, baskin, and other “design-for-all” activities.

Teams are encouraged to move, **cooperate, and rediscover their bodies** through shared challenges. These sports foster trust, empathy, and connection, **creating powerful and memorable moments** that go far beyond traditional competitive games.





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FollowMi

Embrace Experiences

OPERAGOURMET
EXPERIENCE

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