

LOST iN

Milan

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Canon and LOST iN create Hidden Spots Travel Guide

Milan is a melting pot of food, art, architecture, history, fashion, and everything in between. To help you capture every second of your journey, LOST iN and Canon have curated a selection of stunning sights for you to feast your eyes upon, with the help of the Canon PowerShot ZOOM.



Explore Milan like never before with the **Canon PowerShot ZOOM** - a 12 megapixel camera with image stabilisation and an easy-to-use 3-step zoom. A pocket-sized camera capable of Full HD video and super-zoom, the PowerShot ZOOM is the perfect travel companion to take with you this summer. With 100mm, 400mm and a digitally extended 800mm zoom, this compact camera lets you beat the crowds and discover Europe's hidden spots from new perspectives.

MONTE AMIATA HOUSING

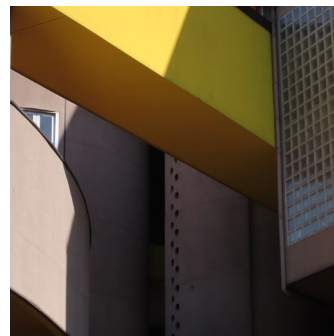


Discover a lost urban utopia in Gallarate

Nestled in the Gallarate district of Milan, the Monte Amiata Housing complex is a site of architectural amazement. Often referred to as the “Red Dinosaur” due to the striking red tint which covers each of the buildings, the complex is well known in the architectural world for its intricate design known as “fragmentism”.

The brainchild of Carlo Aymonino and Aldo Rossi, Monte Amiata was conceptualised towards the latter end of the 1960’s. Their aim was to create a haven of social innovation within the bustling city of Milan. The interlocking, overlapping structural marvel spans over 120,000 square metres, featuring an open-air theatre, beautiful triangular plazas, as well as a whole host of nooks and crannies for the curious among us to explore.

However, despite Aymonino and Rossi’s vision for Monte Amiata Housing, the site fell into disrepair during the 1970’s and was later abandoned. It has since been renovated into a more modern condominium-style residential building.



Although the utopia the architects dreamed of was short-lived, the “Red Dinosaur” remains a popular spot for urban explorers seeking to uncover Milan’s hidden gems. One of the best ways to take in the Monte Amiata is by using the Canon PowerShot ZOOM – a lightweight, compact camera with a unique monocular design and powerful 3-step zoom function, allowing you to trace every twist and turn of this building.

From the main East-facing plaza, you can follow the intricate architectural details of the “Red Dinosaur” and capture some amazing images.

VILLA REALE

Historical



Capture the regal beauty of one of Milan's oldest palaces

The Villa Belgiojoso Bonaparte, also known as Villa Reale, is a must-see for history fans. Built between 1790 and 1796, Villa Reale was once the home of Count Ludovico Barbiano di Belgiojoso, a Lombardy native and former Austrian diplomat who served the Habsburg monarchy in the 18th century. Since then, this luxurious palace has changed hands many times, and was even once purchased as a present for the famous French military leader, Napoleon Bonaparte.

While many now come to visit Villa Reale for the famous Galleria d'Arte Moderna, its extraordinary exterior is equally astounding. No matter where you decide to perch yourself, you'll have no problem experiencing every single detail with the pocket-sized monocular PowerShot ZOOM camera, which offers stills and video capabilities with 3-step zoom.

Conceptualised by the famous Austrian architect, Leopold Pollack, Villa Reale is revered for its elegant Neoclassical design and beautifully designed façade, making it a popular site for architecture enthusiasts. Those armed with the Canon PowerShot ZOOM should have no issues capturing this piece of Milanese history, even from afar, with the camera's 100mm, 400mm and digitally extended 800mm focal length.

But it's not just lovers of fine art and architecture who can enjoy the splendour of Villa Reale. Nature lovers can benefit from Milan's first English-style garden which encircles the palace. Its natural beauty is known to catch the eye of intrigued tourists, especially the Villa's "secret" forest and rocky cliff waterfall.



At the front of the villa is a small, forested area from which you have the perfect view to examine the intricate details of this stunning building.

Canon



LA VIGNA DI LEONARDO AT CASA DEGLI ATELLANI

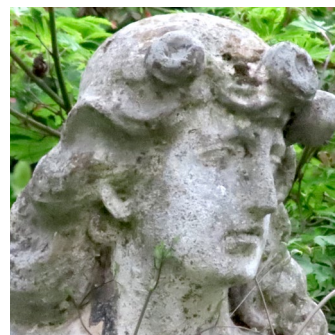
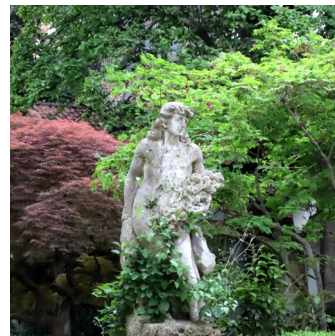
Witness a modern marvel of Milanese architecture

Despite famously hailing from the magnificent city of Florence, the grand polymath and world-famous artist/inventor, Leonardo Da Vinci, has close ties with the city of Milan. It is where he painted one of his greatest works, The Last Supper.

Gifted to him in 1498 by Ludovico il Moro, the then Duke of Milan, Da Vinci's vineyard at Casa Degli Atellani can be found just outside the Porta Vercellina district and is a stone's throw away from the Borgo delle Grazie. 16 rows of vines make up the forgotten vineyard which now stands as a hub of significant historical and cultural importance.

After the Duke of Milan was dismissed by King Louis XII, Da Vinci was given no choice but to leave the glorious grounds and distinguished house. It wasn't until years later that both were given a new breath of life. Following extensive renovation work carried out at the vineyard ahead of Expo 2015, La Vigna Di Leonardo at Casa Degli Atellani became a reinvigorated hub of tourist activity - with guests itching to retrace the footsteps of one of the world's greatest minds.

The Canon PowerShot ZOOM provides visitors with the perfect view of this historical marvel, regardless of your vantage point. Its 3-step zoom functionality allows viewers to get up close and personal with every detail of this restored beauty, without getting lost in the vines!



The approach to this iconic location is as breath-taking as the sight from within the gates. Take a moment to pause at the welcome gates for the ultimate view of the villa and gardens.