

Apple Opens Milan Piazza Liberty Store

Written by Frederick Douglas
15 August 2018

Apple sets to revitalise a piazza in the centre of Milan with Apple Piazza Liberty-- a Store in the centre of the Italian city promising to bring the latest in Apple retail design to the country for the first time.



Located off Corso Vittorio Emanuele, one of the most popular pedestrian streets in Milan, the store has an entrance complete with dramatic glass fountain serving as backdrop a large outdoor amphitheatre. The piazza is clad in Beola Grigia, a stone used throughout Milan, is open 24 hours a day and hosts special events year-round.

Among the events held at the Store piazza is Today at Apple, free hourly sessions on creative topics, such as photography, filmmaking, music creation, coding and design. Another is the Milan Series, a set of talks by 21 local artists taking place on September 2018.

To enter the actual retail location, customers need to go down a stone and metal staircase cantilevered from the Beola Grigia wall. The inside is clad in the typical Apple style and furniture, and houses 230 employees brought to Milan from Apple Stores across the world.

“There’s no better expression of our vision for Apple stores serving as modern-day gathering places than Apple Piazza Liberty,” Apple VP of retail Angela Ahrendts says. “In a city with such rich history of art, entertainment and creativity, it’s an honor to establish a space where anyone can be inspired to learn, create and connect with their neighbors.”

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