



THE EXHIBITION DESIGN

The recounting of an experience, almost a film, which the visitor is involved in from arrival in the car park through to the end of the exhibition layout in a crescendo of emotions that alternate in a tightly-structured and differentiated sequence. The exhibition concept of “La macchina del tempo” – the work of the Camerana&Partners architectural firm – distills the essence of the Alfa Romeo marque into three principles, with a floor of the museum devoted to each of them: the **Timeline**, representing industrial continuity, **Beauty**, covering styling and design and **Speed**, the synthesis of technology and lightness.

On arriving at the museum visitors are welcomed by the red canopy, a new motif testifying to the transformation of the administrative complex that leads from the car park to the museum. The design is dynamic and references the “Alfa Romeo genetics”. The canopy then penetrates the building and continues as a fil rouge running the full length of the exhibition itinerary: a Virgil guiding visitors towards the museum proper.

After traversing the building, the fil rouge emerges to create the new volume of the entrance to the museum. This tubular construction, with a very automotive design, is clearly visible from the adjacent autostrada and integrates the museum building like an architectural implant. The interior space contains an escalator that carries visitors up to the exhibition itinerary, enveloping them in the projection of films showing cars in motion. The great museum space then opens out at the top of the escalator

The first area on the itinerary is the **Timeline**, which takes up the whole of the first floor. Here there is a visual summary of the evolution of the marque, with a selection of the 19 most characteristic cars arranged like the spokes of a wheel in a great chronological circle. Each car is accompanied by a multimedia information panel, with historical and technical information, pictures and video clips outlining the value of the model on display. The exhibition concludes with a smart-tech “interactive memory” workstation allowing visitors to access a database providing in-depth information about the history of Alfa Romeo cars.

In the centre of the circle is the Alfa Romeo DNA installation, consisting of lights, words and styling motifs. The installation is suspended in the large central void that links the various levels of the museum and references the double helix of DNA, a symbol of the marques stylistic continuity and technological consistency. The luminous signs are



activated in a descending corkscrew movement linking the three floors to one another.

This floor also features the “The Alfa Romeo People” installation that narrates how, over a period of more than a hundred years, a legend has been created thanks to the work of thousands of men and women who have dedicated their lives to the growth of the company: factory workers, mechanics, testers, draughtsmen and office staff who have believed in the legend: the anonymous and silent majority who have made Alfa Romeo great.

The second part of the itinerary is **Beauty**, which occupies the whole of the ground floor with various thematic areas. The installation here consists of a series of dynamic and fluid lines that bring to mind those drawn by the great Italian designers who have worked with Alfa Romeo most frequently. From the “Masters of Style” bringing together nine extraordinary examples of design from every era, to “The Italian School”, where extraordinary cars from the Thirties and Forties featuring Superleggera coachwork by Touring are on display.

At the centre of the itinerary we find “Alfa Romeo in film”, an ellipsoidal volume dedicated to the presence of the marque in the cinema. There follows a combined installation, “The Giulietta Phenomenon” and “Giulia: Designed by the wind” with the models that were popular during the period of economic growth in Italy in the Fifties and Sixties.

The third part of the itinerary is **Speed**, with a tauter and more angular design that takes up the whole of the lower ground or -1 floor. This is the most exciting area, where the enthusiast will find the legendary protagonists of the great Alfa Romeo victories: from “The birth of the Legend”, a spectacular multimedia space bringing together the protagonists of the epic inter-war races, to the debut in F1, “Project 33” and A Racing DNA”. At the centre of this floor, visitors enter the “Temple of Victories”, another space where a display of images, sound and video presents the ten greatest victories in Alfa history.

The exhibition itinerary – that opened in the foyer with installations devoted to the history of the Alfa Romeo badge, the birth of the marque, the history of the museum and the company aviation experiences – concludes with a spectacular finale. A number of “emotional bubbles” are devoted to experiencing the Alfa Romeo world, with 360° virtual reality film clips and competitive videogames. From here visitors enter the immersive room where there are interactive armchairs from which they can watch as exciting CGI film about the legendary Alfa Romeo competition victories from the Twenties through to the Eighties.



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