

LA MACCHINA DEL TEMPO
MUSEO STORICO ALFA ROMEO



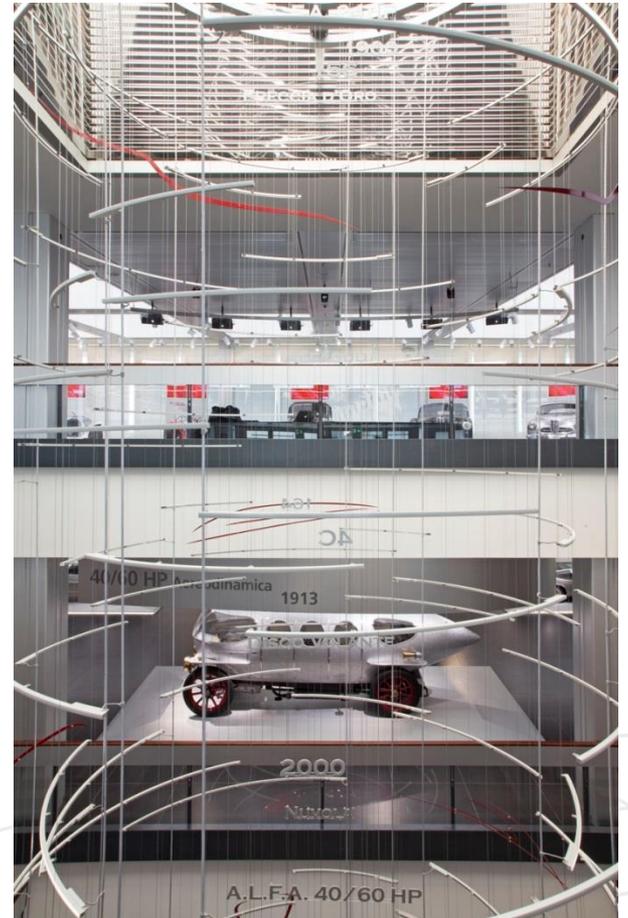
Course Offer

2015/2016

Arese - Milan

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The Museum: Safety, Flexibility, Culture

Safety

The Museum is a safe, modern, equipped, limited and guarded area.

Flexibility

The itineraries, rooms, and opening hours are fully flexible: from the educational workshops to the lunch areas.

Comfort

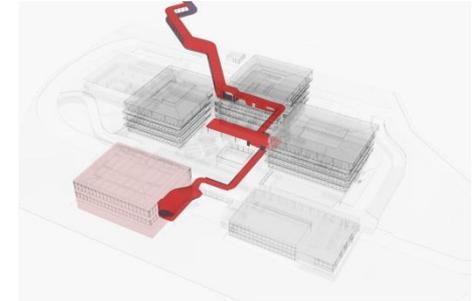
The parking area, as well as all passages and itineraries are safe, indoor, and air conditioned.

Practicality

Indoor guarded parking area for buses, bookshop and bar-restaurant (with arranged menu). The Museo Storico Alfa Romeo can also easily be reached by bus, both from Milan and from the highways. Only 500 meters from the Arese-Lainate highway exit.

Entertainment

A multimedia and interactive area of the Museum where education and entertainment come together to generate an educational and unforgettable experience.



The Course Offer of the Museo Storico Alfa Romeo is addressed to Schools at all levels with differentiated and dedicated programs.

The children will be accompanied by our **Mascot**, who will be their guide during their visit at the museum.

Her name is **Giulietta**, and, who knows, maybe at times, we will meet **Romeo**!

The terminology will be adapted to the age of the students.
Our goal is to leave them open-mouthed!



The programmes and the approach can be adapted to the participants' age, all the way to post-graduate tours and workshops.

The details...

A program for every age:

- 1st-2nd Elementary School
- 3rd-4th-5th Elementary School
- Lower Level Secondary School
- Upper Level Secondary School
- University and Master's Courses

Three activities:

- Thematic educational tours
- Educational workshops
- Workshops

Flexibility

- The activities can be developed separately or together.
- All programmes can be adapted, changed and tailored for specific needs in a collaboration between the Museum and the teachers.

1st and 2nd Elementary School

RECYCLING

**ENVIRONMENTAL
SUSTAINABILITY**

POLLUTION

CREATIVITY

TEAM PLAY

**MANUAL
WORK**

1st-2nd ELEMENTARY SCHOOL

- **Educational workshop:**

«ONCE UPON A TIME... LET'S BUILD BY RECYCLING!»

In a period when environmental sustainability and recycling are key issues to protect our planet, our goal is to make children more aware of them. We will do so by telling the tale of Alfa Romeo and stimulating the participants' imagination by building a prototype of an «ALFA» in common recycling materials (plastic bottles, aluminum, plates...).

- **Educational tour:**

«ONCE UPON A TIME WERE GIULIETTA AND ROMEO»

Here we use one of the most ancient tools to help discover the Museum: the fairy tale. Alfa Romeo will make itself known by means of a tale because anything can be taught, told and understood; the important thing is finding the right key to communicate with your listener.

3rd, 4th and 5th Elementary School

**ROAD
SAFETY**

CREATIVITY

SUSTAINABILITY

**RESPECTING
RULES**

**EXPRESSIVE
POWER**

**GOOD
EXAMPLE**

3rd-4th-5th ELEMENTARY SCHOOL

- **Educational workshop:**

- **«A MYTH FOR ONE DAY. IN TOTAL SAFETY!»**

In a period when we lack examples and myths to follow, our goal is giving one to our children. Following the footsteps of one of the great drivers who made Alfa Romeo unforgettable. The children will get a chance to participate in a designed itinerary where they have to follow traffic signs (speed limits, right of way). They will engage in a competition where all rules for safe driving need to be respected.

- **Educational tour:**

- **«SAFE BEHIND THE WHEEL: FROM RACES TO THE ROAD»**

A guided tour focused on the races, the men, the great enterprises that led to the crucial contribution which the search for speed gave to the search for safety. Active safety and passive safety: from the invention of brakes to electronics.

Lower Level Secondary School

RESEARCH

**TEAM
WORK**

CATALOGUING

METHODOLOGY

SYNTHESIS

**20th CENTURY
HISTORY**

**CURIOUS
FACTS**

LOWER LEVEL SECONDARY SCHOOL

- **Educational workshop:**

- **«HUNT FOR THE MYTH!»**

It is more and more difficult to surprise youngsters today, to make them curious and passionate about something. For the age group from 11 to 14 years, we have conceived an interactive playing activity where each participant will be inserted actively into the game: a theme treasure hunt which will not only stimulate the search for information, but also give students the basic tools to manage archive research and cultural heritage cataloguing.

- **Educational tour:**

- **«ALFA ROMEO. MIRROR OF THE 20TH CENTURY»**

20th century history told by means of a story about a large industry that went through all the decades, the historical events, artistical currents and costumes of society. The story is not told from the standpoint of the car models, but from the point of view of the encounter between industry and history, technology and society.

UPPER LEVEL SECONDARY SCHOOL

- **Educational tour**

Our guided educational tours for high schools – but not only – are declined depending on the type of institution and integrate the narrative with educational and non-Alfa Romeo related ideas.



- A wide and varied offer of theme-based guided tours
- Flexibility in the teacher-student approach
- **Made-to-measure tours can be developed**

AN OFFER FOR EVERY NEED

1. « **20th century history** » particularly dedicated to high schools;
2. « **Alfa Romeo and the development of the territory in which it is rooted** » dedicated to all schools on the territory;
3. « **The automobile and artistic currents from futurism to car design** » dedicated to high schools and institutions with specialization in graphic design;
4. « **Evolution of safety systems and sustainability in the automotive industry** » dedicated to technical institutes or schools with a scientific imprint;
5. « **The evolution of the main mechanical components of the automobile** » dedicated to vocational schools;
6. « **Italian Car Design** » dedicated to design schools;
7. « **The evolution and modernization of the logo and style** » dedicated to graphic designers in advertising;
8. « **The architecture of the future: how to make a building considered as cultural heritage modern and avant-garde** » dedicated to artistic high schools and institutes;
9. « **Multi-media as a tool to create empathy in the museum visitor** » dedicated to students of IT and graphic institutes.

...AND MUCH MORE WE CAN DEVELOP TOGETHER

COMPETENCE

PROFESSIONALISM

COURTESY

All our teachers, guides and assistants are internal staff of the Museo Storico Alfa Romeo so we can guarantee professionalism, competence and courtesy to the teachers and students who visit us.

A specifically trained staff dedicated to the various activities and specialized in managing different age groups: friendly with the youngest visitors, determined with teenagers, and highly professional with graduate and post-graduate students.

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