

LA MACCHINA DEL TEMPO  
MUSEO STORICO ALFA ROMEO



# Course Offer

Academic year 2017-2018

Arese - Milan

Academic year 2017-2018

# The Alfa Romeo Museum



Much more than a museum

A place in which Alfa Romeo's history is combined with society, culture, economy, technology, design, and all the aspects that have characterized Italy, Europe, and the world

## ➤ **Safety**

The Museum is a safe, modern, fully equipped, designated, and monitored area

## ➤ **Flexibility**

The itineraries, halls, and opening hours are flexible and can be personalized

## ➤ **Comfort**

From the parking area, all passages and paths are safe, indoors, and air conditioned. Bar-restaurant with special prices for museum guests.

## ➤ **Entertainment**

A multimedia and interactive area of the Museum, where education and entertainment meet to grant an unforgettable learning experience

## A programme for every age

- From 3 to 5 years
- From 6 to 11 years
- From 12 to 14 years
- From 14 to 18 years
- University and Master's courses

## Two types of activities

- Theme-based educational tour
- Treasure hunt (for every age)

## Flexibility

- All activities can be developed separately or during the same visit
- The programmes can be adapted or made to measure, in cooperation with teachers
- Workshops can have different durations and levels of complexity, depending on visitors' needs

## Professionalism

- All teachers, tour guides, and assistants are internal staff of the Museo Storico Alfa Romeo, which guarantees professionalism, competence and courtesy
- Specifically trained personnel that is dedicated to the Museum's activities and specialized in dealing with the different age groups

## **1. Once upon a time there was Giulietta and her Romeo**

One of the most ancient tools is used in this tour to discover the Museum: the tale. Alfa Romeo makes itself known and easy to recognize by means of a story. Because anything can be taught, told, and understood, if only you use the right key to communicate.

**From 3 to 8 years**

## **2. The story of our grandparents**

Any child has listened to their grandparents tell them the story of their own childhood and adolescence. Here, the cars outline a story for children to understand what their grandparents have experienced in their lifetime: a magical time, made of change and development.

**From 3 to 8 years**

## **3. Safe behind the wheel: from the races to the road**

A guided theme-based tour that illustrates the fundamental contribution that the search for speed has made to studies on safety – a narrative based on the history of the races, the men, and their great endeavors. A constant evolution, from the invention of brakes to electronic devices.

**From 9 to 11 years**

## **4. Alfa Romeo in the 20<sup>th</sup> century: from the origins to the future**

The story of the Brand seen through events and history. An itinerary during which the children and youngsters will discover the great enterprises and successes in the brand's history that have always been the result of commitment and professionalism

**From 9 to 11 years**

## 5. Alfa Romeo, a mirror of the 20th century

A look at the 20th century the point of view of the history of a great company that went through the decades, the historic events, artistic movements, and customs of every period. The cars make up the background to illustrate the connection between industry and the great events, technology, society.

**From 12 to 18 years**

## 6. «La Macchina del tempo»: a history of masterpieces

The history of Italian automotive style in which Alfa Romeo has had a leading position, making Italian production an excellence all around the world. Car design evolving throughout the different decades and changes in society.

**From 12 to 14 years**

## 7. Alfa Romeo and its territory

The history of the company has always been closely linked to the territory, from the first factory at the Portello in Milan, until the huge plant in Arese. How did the «cathedral of metalworkers» develop, and how did it transform its surroundings

**From 12 to 18 years**

## 8. The automobile and artistic movements, from Futurism to car design

The car became an object of art thanks to the movement of Futurism, until today, when it has become an authentic piece of industrial art. A story leading through the Museum to discover the artistic traits of the vehicles, with references to the different stages of car design

**From 15 to 18 years**



## ***9. The evolution of safety and sustainability systems in the automotive world***

What transformations did cars go through as a consequence of changes in the safety regulations in force in different periods, as these regulations gradually acquired a leading role in the world of cars

**From 15 to 18 years**

## ***10. The evolution of the main mechanical components of cars***

A tour that focuses mainly on the development and change, throughout time, of the main mechanical components of cars, with references to the search for new materials, one of the aspects that led Alfa Romeo to become an Italian excellence

**From 15 to 18 years**

## ***11. From architecture to multimedia***

The museum as a place to express corporate identity. A structure in constant evolution to preserve, spread, and let everyone enjoy the heritage of a company

**From 15 to 18 years**

- *We can develop workshops on various topics, with specific focus points for undergraduate and postgraduate courses*

For information: [\*\*didattica@museoalfaromeo.com\*\*](mailto:didattica@museoalfaromeo.com)

## RATES:

**3 €** entrance

**6 €** entrance + tour

**6 €** entrance + tour + educational activity

*(the rates are per student)*

## BOOKING:

- ✓ Booking will be valid only if made by e-mail to the indicated address
- ✓ The booking is final after confirmation from the Museum

 **WHERE WE ARE**  
Viale Alfa Romeo, 20020 Arese (MI) - Italy


 **02 444 25 501**

 **didattica@museoalfaromeo.com**

**[www.museoalfaromeo.com](http://www.museoalfaromeo.com)**

 **OPENING HOURS**  
Every day from 10.00 to 18.00  
Closed on Tuesdays

 **By car or coach**  
highway exit Lainate-Arese on the Autostrada dei Laghi A8/A9

 **the Museum is located at only 15 km from Milan.**  
- From the bus stop at Rho Fiera (which can be reached by train or metro - final stop of the M1 line)  
Airpullman bus no. 561  
- Shuttle Milan Central Train Station / Il Centro

 **Aiport of Milano Malpensa at 31 km**  
**Orio al Serio at 58 km**