

MUSEO ALFA ROMEO

ARESE | MILANO | ITALIA

MUSEO ALFA ROMEO

WHERE
HISTORY
AND FUTURE
MEET



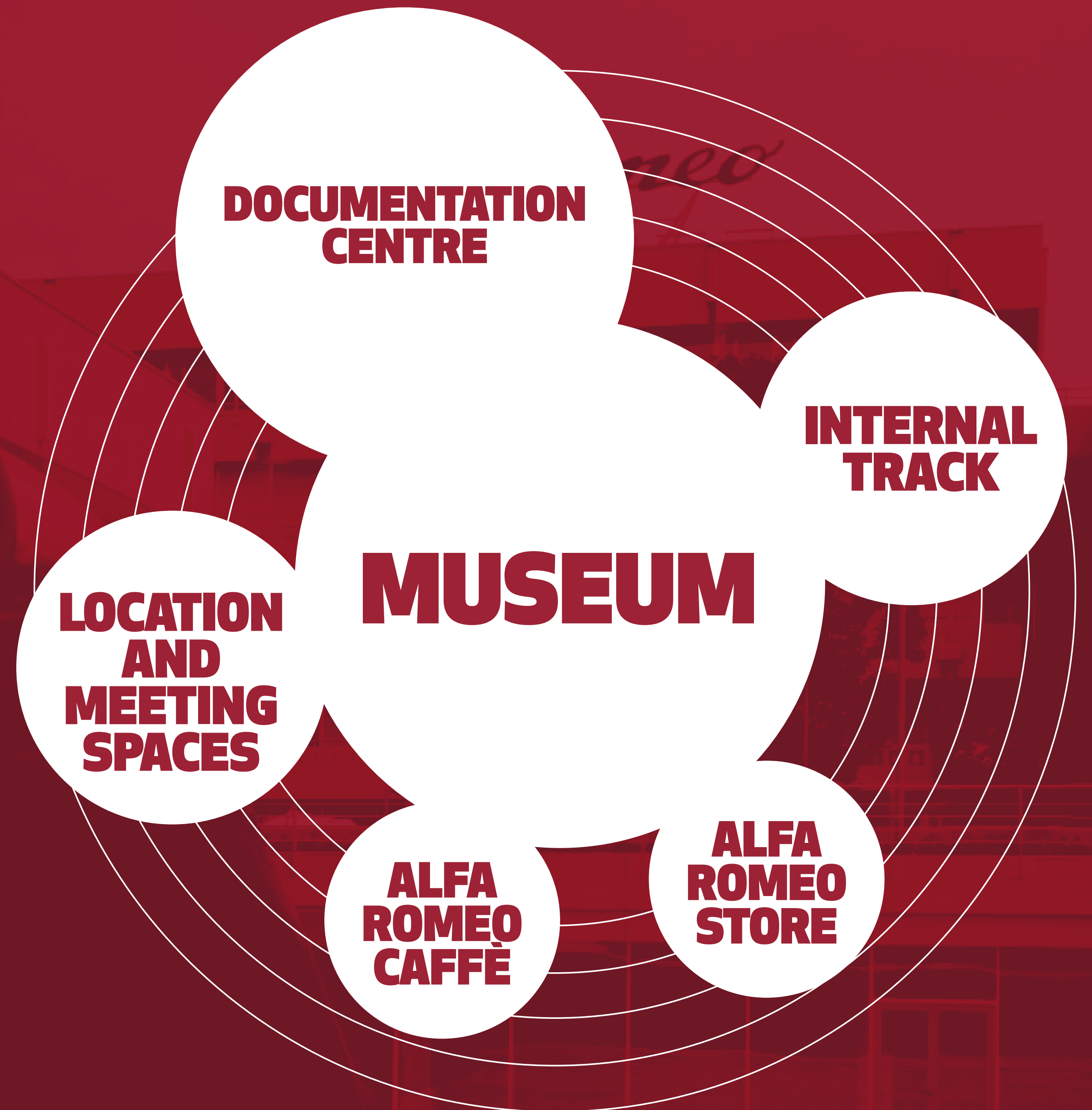
Throughout the 110 years of its existence, Alfa Romeo has marked the history of motorsport, design, technological innovation and custom, thus becoming one of the global symbols of Made in Italy excellence. And it is precisely in Italy, on the outskirts of Milan - the city that witnessed the birth of A.L.F.A., Anonima Lombarda Fabbrica Automobili, in 1910 - that this story is safeguarded and told in one of the

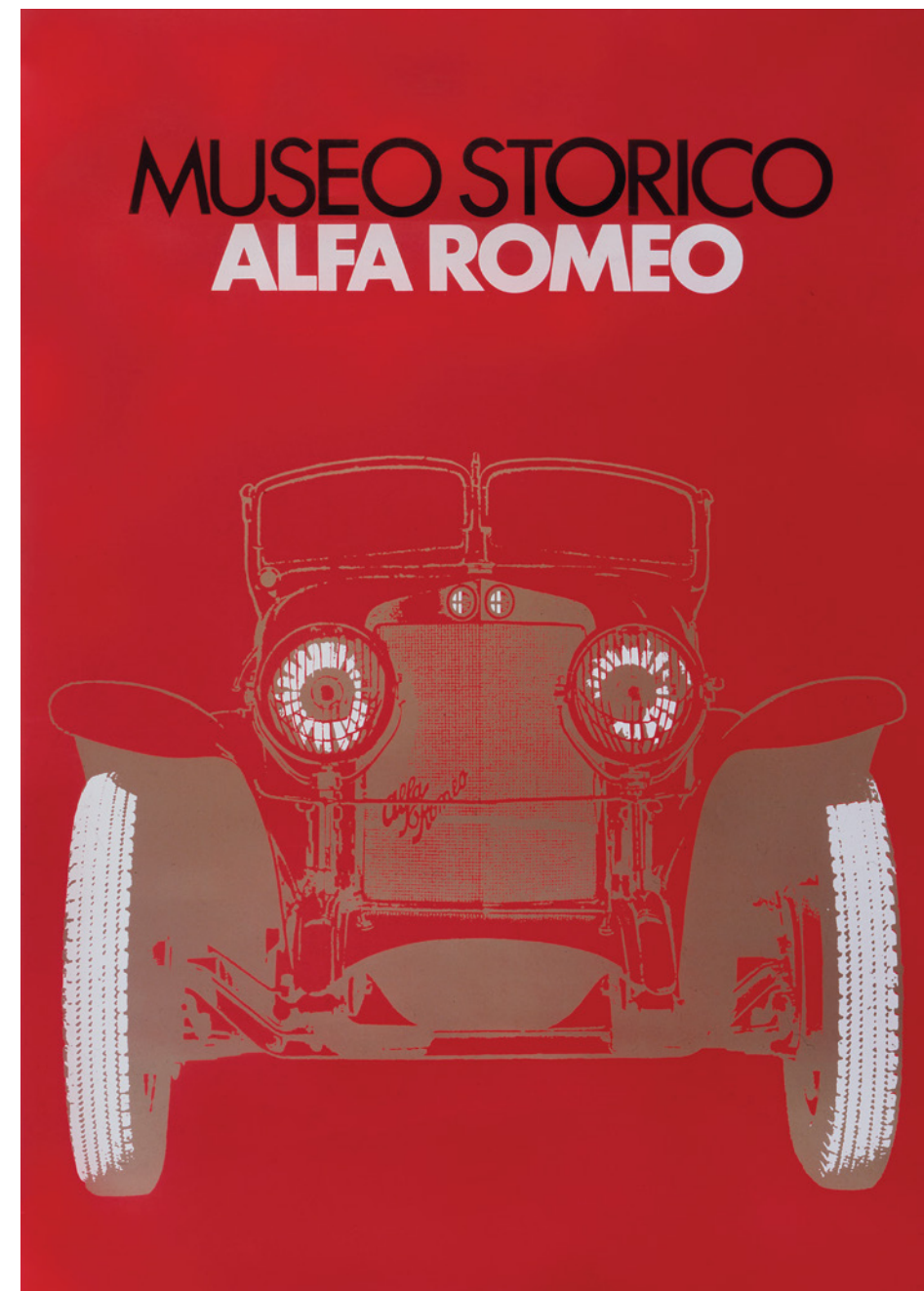
company's most symbolic places: Arese.

This is the home of the Alfa Romeo Museum, the heart of a true brand centre that also includes the deposits of the entire Collection - which will now be open to the public - the Documentation Centre, and a test track for dynamic activities, as well as the most modern amenities to welcome visitors with every comfort

MUSEO ALFA ROMEO

**VISITORS FROM
OVER 120 COUNTRIES**





SINCE
1976

The desire to enhance the history of the Alfa Romeo brand is the result of a company policy that has been in place since the 1960s, when a company museum was built inside the Arese headquarters. Inaugurated on December 18, 1976, for decades the museum was structured as the company's private collection, which could only be visited by appointment. In 2011, the Ministry of Cultural Heritage submitted it to protection as a place of historical interest, and after remaining closed for a while the Museum then reopened to the public on June 24, 2015 following a major work of restructuring and redevelopment

The museum's layout emphasises the identifying features that belong to the Alfa Romeo DNA; depicted through a charming luminous installation that stretches across the building vertically: lights, words and signs of style that come to life in a display with a descending helical motion, symbolising stylistic continuity and technological consistency in time.



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MUSEUM

TIMELINE

BELLEZZA

VELOCITÀ

+

COLLEZIONE

**ALFA ROMEO
IN UNIFORM**

270 CARS

ROAD, AERONAUTICAL AND MARINE ENGINES

HUNDREDS OF MODELS TROPHIES, ART OBJECTS AND ACCESSORIES

BUT ALSO AN AIRPLANE, A RACING MOTORBOAT

AND EVEN A GAS COOKER



TI ME LINE

Timeline, the industrial continuity; a selection of 19 cars which best represent the development of the brand, each accompanied by a multimedia information panel and an “interactive memory”, a smart-tech station where visitors can access an interactive system for more details about the history of each model, and the installation “Quelli dell’Alfa Romeo” narrates how a legend was formed in over 100 years thanks to the work of thousands of men who contributed to the company’s growth.



1968

Bertone



Italdesign

Nasce nel 1968 come Sise (Società Italiana Realizzazione Prototipi), proprio per il progetto Alfa Romeo, e diventerà una delle più attive realtà del mondo dell'automobile, per quanto riguarda la stile così come gli aspetti ingegneristici. Le radici, soprattutto creative, si devono al suo fondatore, uno dei più grandi nomi del car design: Giògetto Giugiaro. Fu lui, ancora giovanissimo, a tracciare, sotto l'egida di Nuccio Bertone, le linee iniziali del nuovo Sprint e, soprattutto, della Giulia Sprint 1600. Una volta "in proprio" con l'ItaDesign, il successo è travolgente: bastano i volumi della produzione delle vetture disegnate a Moncalieri per misurare le capacità dell'azienda. Dall'Alfa all'Alfa Romeo, dai dream car degli anni Settanta alle Berline a 159 del nuovo millennio, l'ItaDesign Giugiaro ed Alfa Romeo producono una strada finora in



Zagato



Carabo 1988

BE
LLE
ZZA

From prototypes of the car designers, Masters of style, to the cars built by the Touring bodyshop under the Superleggera brand in the 1930s and 40s. From Alfa Romeo in the movies to the iconic cars: The Giulietta Phenomenon and Giulia: designed by the wind), with models that accompany the growth of the economy and of Italian taste in the 1950s and 60s.



VE LOCI TÀ

Where Alfa Romeo enthusiasts can meet the stars of Alfa Romeo's major victories: from "A Legend is Born", a spectacular multi-media space which groups together the stars of the epic competitions between the two world wars, through to the début in F1 racing, "Progetto 33" and "Racing in Alfa Romeo's DNA". Visitors then enter the "Temple of Victories", a show of pictures, sounds and film footage about the 10 biggest triumphs in the history of Alfa Romeo.



COLLEZIONE

In addition to the cars on permanent display, the Museum can count on a Historical Collection including an additional 180 cars, dozens of road, aeronautical and marine engines, hundreds of models, trophies, art objects, accessories but also an airplane, a racing motorboat and even a gas cooker. All these materials, which are kept in a dedicated space that can be visited by appointment, constitute an extraordinary treasure that allows the Museum to organise temporary theme-based exhibitions, which periodically alternate in the museum foyer and corridors.

TA

servizio nell'Arma già nella primavera del 1973. Le prime 1.8 alle 2.0 e Quadrifoglio. A sirene e Radiomobili o sotto il peso della blindatura l'immagine impressa nella memoria collettiva da gli anni Settanta ed Ottanta.

service in the Carabinieri Forces already in the 1970s. The first 1.8 units were to follow, from the first 1.8 during countless operations of the Car Patrol escort services, the front of the Alfetta is an collective memory of all Italians during the 1970s and '80s.



ALFETTA 2.0i PROTETTA
1989

ALFA ROMEO IN UNIFORM

The exhibition, which opens in the Museum lobby with installations dedicated to the history of the Logo, the genesis of the Brand, the history of the Museum, and the brand's experience in the aerospace industry, comes to a close with a review of Alfa Romeo models and a section dedicated to the Alfa Romeos used by the Carabinieri.

WHERE WE ARE

Viale Alfa Romeo
20020 Arese (Mi) – Italy

Open every day from 10 am to 6 pm
Closed on Tuesday

INFO & CONTACTS

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