

MUSEO
ALFA
ROMEO

ARESE | MILANO | ITALIA

MUSEO ALFA ROMEO

WHERE
HISTORY
AND FUTURE
MEET



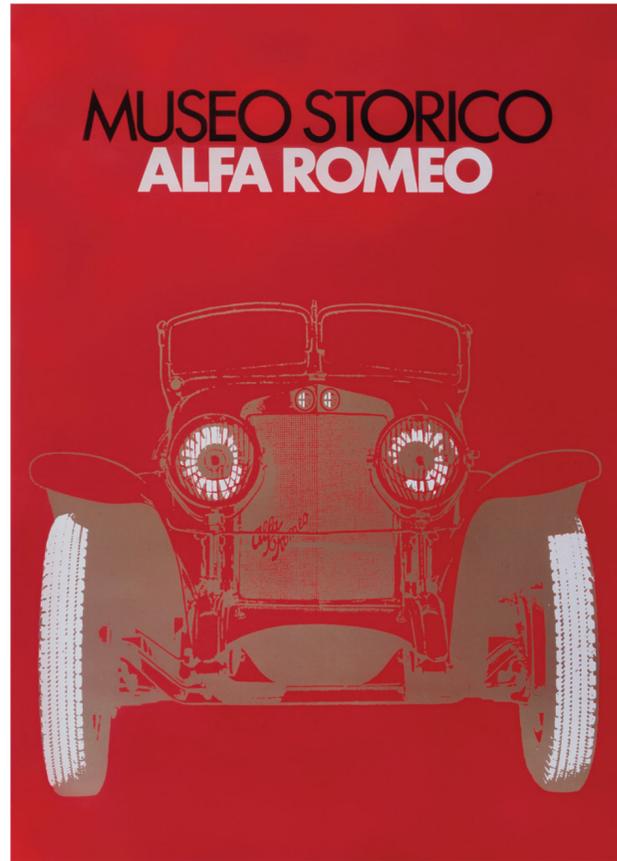
Throughout the 110 years of its existence, Alfa Romeo has marked the history of motorsport, design, technological innovation and custom, thus becoming one of the global symbols of Made in Italy excellence. And it is precisely in Italy, on the outskirts of Milan - the city that witnessed the birth of 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.



2023

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.

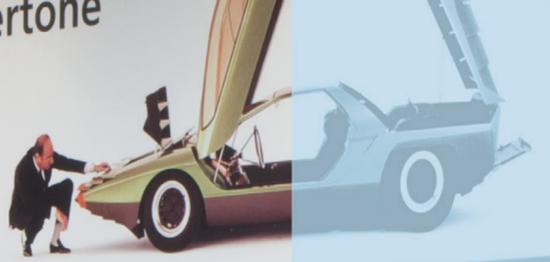


iristico telaio della 33 Stradale, Marcello Gandini inizia qui la sua rivoluzione:
l'automobile non è più un sensuale fascio di muscoli, ma una lama affilata,
e si aprono come le ali di un insetto, l'abitacolo scompare dietro i vetri color oro
e tutta l'attenzione è per il motore, in posizione centrale.

1968

On the basis of the futuristic 33 Stradale chassis, Marcello Gandini began his revolution here:
the car was no longer a sensuous bundle of muscles, but a finely honed blade.
The doors opened like an insect's wings, the cockpit disappeared behind bronzed glazing
and attention was focussed on the centrally located engine.

Bertone



Italdesign

Nasce nel 1968 come SIRP (Società Italiana Realizzazione Prototipi), proprio per il
progetto Alfaud, e diventerà una delle più attive realtà nel mondo dell'automobile,
per quanto riguarda lo stile così come gli aspetti ingegneristici. Le radici, soprattutto
quelle creative, si devono al suo fondatore, uno dei più grandi nomi del car design:
Giorgio Giugiaro. Fu lui, ancora giovanissimo, a tracciare, sotto l'egida di Nuccio
Bertone, le linee immortali della 2000 Sprint e, soprattutto, della Giulia Sprint GT.
Una volta "in proprio" con Italdesign, il successo è travolgente: bastano i volumi
di produzione delle vetture disegnate a Moncalieri per misurare le capacità
dell'azienda. Dall'Alfaud all'Alfa GT, dai dream cars degli anni Settanta alle
Brea e 155 del nuovo millennio, Italdesign Giugiaro ed Alfa Romeo percorreranno
molta strada fianco a fianco.



Born in 1968 as SIRP (Società Italiana Realizzazione Prototipi) for the Alfaud project,
Italdesign was to become one of the most active styling and engineering firms in
the automotive world. Its roots lay with its founder, one of the greatest names in
car design: Giorgio Giugiaro. It was he, when he was still very young and under
the aegis of Nuccio Bertone, who traced the immortal lines of the 2000 Sprint
and, above all, the Giulia Sprint GT. Once he was working on his own with
Italdesign, his success was overwhelming: the production numbers of the cars
designed at Moncalieri are sufficient themselves to measure the capabilities
of the company. From the Alfaud to the Alfa GT, from the dream cars of
the Seventies to the Brea and the 155 of the new millennium, Italdesign and
Alfa Romeo were to cover much ground together.

Zagato

Una grande figura quella di Zagato. Con il Gran Turismo Berlinetta, un'automobile
1935, anticipando l'entusiasmo, ispirando le altre automobili del
vittorioso fascio di auto del Regio. Zagato pensò di
rispondere la Berlinetta ad un'opera funzionale ed estetica di
bellezza inconfondibile. L'automobile fu progettata negli
anni 30-40, nel momento in cui il design era ancora
alla Giulietta GT, fino alla Giulia 15 e 175. Non solo
perché Zagato pensò di rispondere a un'opera funzionale ed
estetica di bellezza inconfondibile. Qualche anno dopo, il
designer di Zagato pensò di rispondere a un'opera funzionale ed
estetica di bellezza inconfondibile.



Carabona 1968

BE LLE ZZA

From prototypes of the car designers, Masters of style,
to the cars built by the Touring bodyshop under the Su-
perleggera brand in the 1930s and 40s. From Alfa Ro-
meo in the movies to the iconic cars: The Giulietta Phe-
nomenon and Giulia: designed by the wind), with models
that accompany the growth of the economy and of Ital-
ian 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 Radiomobili o sotto il peso della blindatura l'immagine impressa nella memoria collettiva tra 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 Alfa Romeo is an collective memory of all Italians during the 1970s and '80s.



ALFA ROMEO
1980

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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