



## THE “NEW” MUSEO NAZIONALE DELL’AUTOMOBILE DI TORINO: A HOMAGE TO THE HISTORY OF ITALY THROUGH ONE OF ITS MOST IMPORTANT TRADITIONS

*On March 19 2011 the Museum will open to the public  
in the presence of Giorgio Napolitano, President of the Italian Republic.  
33 million Euros invested in its restoration and interior renovation.*

The Museo Nazionale dell’Automobile di Torino re-opens after a four-year restoration and extension, featuring a new name. The overall investment amounts to **33 million Euros**, of which **22 million** has been allocated to the **building’s restoration** and **11 million** to the internal exhibition design.

The Museum has got a face-lift, and above all it has changed its character and aim: **not only a mere architectural renovation, but an intervention aimed at placing this revamped museum in a dynamic and sensational way, into the Italian cultural landscape.** Its contemporary and futuristic look was created and designed by architect **Cino Zucchi**, and the innovative exhibition space bears the signature of **Francois Confino**, set designer, who has already fitted out the National Cinema Museum in Torino.

2011 is going to be a significant year for Torino and for Italy as well: **150 years ago in the capital city of Piedmont, the new born Italian state identified its first capital**, and there it remained until 1865. **51 years ago Torino’s Museo Nazionale dell’Automobile was created**, and today its opening will transform it into a **museum for everybody**, dedicated to car lovers but also to young people and children. It is an exhibition that tells the whole story of the car: from manufacturing, to its use as a means of mass transportation, till becoming the symbol of one of the most important national traditions. Torino is recognised as the **Italian capital of automobiles**: from its industry to design, from design to engineering, from research centres to production. Automobiles are not only seen as a phenomenon based on production, but also as a cultural and social mark, enhanced and expressed by the new look of the Museum.

The Museum, offers visitors one of the **rarest and most interesting collections of this kind ever exhibited**: almost 200 original automobiles produced by 80 different brands, ranging between 1769 and 1996. In over 19,000 square metres of exhibition area, the museum explores the **history of automobiles** and also the events of **culture and society** by taking you on a journey **made up of language and heritage** that has never been seen before.

Besides the museum exhibition, an event’s area has been designed, along with a conference centre, a library and documentation centre (archive), a bookshop, a cafeteria and a restaurant. **Giuseppe Alberto Zunino** is the President of the Museum, **Fiorenzo Alfieri** is its Vice President and **Rodolfo Gaffino Rossi**, is its Director *«New leading special installations have been set, where cars shall be considered as extraordinary items, “re-created” by the imagination of the car owners. Added to that, a stage and sound design together with a series of special effects turn this exhibition into an emotional and interactive experience. The cars of the collection will be “put on stage” and will mirror the great cultural and social events of the period»* Gaffino Rossi states.

*«The so called “automobile” phenomenon appears as one of the most significant symbols of our civilization—the set designer **François Confino** explained. Cars embody culture, in the very anthropologic sense of the term. The Museum does not only exhibit cars, but also it tells visitors the “legend” of car. This is a story in which real characters and situations stand next to the creations of the exhibition designer. Reality and fiction combine together to make visitors concentrate on issues and conflicting problems connected to the use of automobiles, such as passion and excess, glamour and danger, bad effects on the environment and the positive, virtuous effects of mobility; a combination between technology and art».*

From March 20 2011 the Museum is open on Monday mornings from 10:00 a.m. to 2:00 p.m., on Tuesdays from 2:00p.m. to 7:00p.m. and on Wednesdays, Thursdays and Sundays from 10:00 a.m. to 7:00 p.m. On Fridays and Saturdays from 10:00 a.m. to 9:00 p.m. Ticket price is 8 Euros, reduced 6 Euros, and Euros 2.5 for schools.

### **The rebirth of the Museum and the restoration plan**

The Museum surface has almost doubled, from the original size of 11,000 square metres, to the current size of 19,000 square metres. Indoor and outdoor spaces converge into a unique synergy-based design where each part completes the other. The architectural outdoor restoration was entrusted to **Cino Zucchi**, the architect who among other projects, re-designed the Alfa Romeo-Portello area in Milan, and was awarded the gold Medal for 2009 Italian architecture. Whereas the indoor area was supervised by **François Confino**, the French-Swiss exhibition designer, who in 1977 organized the opening exhibition of the Centre Pompidou in Paris and who designed the Torino National Cinema Museum. The new museum's sceneries have been newly created, supported by a dynamic lighting system and by several projections of videos and documentaries.

### **The museum: 70 years of history**

The Museo Nazionale dell'Automobile was established in Torino in 1932, brainchild of two pioneers of the Italian world of motors, Cesare Goria Gatti and Roberto Biscaretti di Ruffia, standing among the oldest Automobile Museums in the world. Carlo Biscaretti di Ruffia (Roberto's son) indissolubly linked his name to the Automobile Museum: he was actually the one who had the idea of starting its first collection, worked hard for its creation and incessantly searched to find the right location for its premises. In 1956, A.N.F.I.A. (Associazione Nazionale fra Industrie Automobilistiche ed Affini) along with the Agnelli Family, in accordance with the Municipality of Turin, decided to support the construction of its permanent headquarters in Unità d'Italia avenue. By an official deed in February 22 1957, Torino's Automobile Museum was founded. Its historical headquarters, on the left bank of the river Po, not very far from the Lingotto plant, were designed by the architect Amedeo Albertini. The building, whose construction started in April 1958 and finished in the autumn of 1960, represents a rare example of modern architecture. The museum was officially opened on November 3 1960 and was named after its first President, Carlo Biscaretti di Ruffia.

### **Not just a museum**

Being on the same wavelength of **contemporary European museums** and following an **international vocation**, the new Torino National Automobile Museum rightfully so, wants to be viewed as a reference point both for **Torino's cultural city life and its territory**. Lately, Torino has become livelier and its historically renowned intellectual activity adds to its modern image, with this museum being a place of experience rather than solely a place to be visited. Its exhibitions will be implemented by a series of complementary activities such as an area dedicated to events, a congress centre, a document centre, a training centre, a bookshop, a cafeteria and a restaurant. A development of **training sessions and document provision** has been acknowledged as a key point. A new interpretation to the collection multiplies its different meanings, pushing it in the history of the XX century, both in Italy and abroad.

### **Board and Steering Committee**

Torino's Museo Nazionale dell'Automobile consists of its President **Giuseppe Alberto Zunino**, its Vice President **Fiorenzo Alfieri** and its Director **Rodolfo Gaffino Rossi**. **Regione Piemonte, Provincia di Torino, Città di Torino** and the **Automobile Club Italia** are its partners. The Board of Directors consists of **Michele Coppola, Ugo Perone, Fiorenzo Alfieri, Piergiorgio Re, Filippo Beraudo di Pralormo** and **Giuseppe Alberto Zunino**. The Auditing Board consists of **Maurizio Cortese, Giovanni Miglietta** and **Luca Giuseppe Piovano**. The museum management, as well as the Congress centre, is in the hands of **Marzia Tholozan**, the Document centre is organized by **Donatella Biffignandi** and **Claudia Debenedetti**, and **Elisabetta Ascheri** is in charge of the training centre.

### **Financial Sponsors**

#### *For the architectural restoration*

- Città di Torino
- Regione Piemonte

#### *For the exhibition itinerary*

- Regione Piemonte
- Provincia di Torino
- Compagnia di San Paolo



- Fondazione CRT
- Automobile Club Italia
- Camera di Commercio di Torino

*For document computerization*

- Società Reale Mutua di Assicurazioni

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