**The history of Italian Industry in over “50+!” objects**

*The icons of Italian Industry stop over at the Piaggio Museum.*

From 14 July to 22 October 2017 the museum hosts the “50+! The Great Industrial Game. Objects that have made the History of Italian Industry” exhibition.

Opening: Thursday, 13 July 2017 at 7.00 p.m.

Exhibition open from 14 July to 22 October 2017

The **“50+! The Great Industrial Game”** exhibition continues its travels, and the **seventh Italian stop-over** of its tour will be **inaugurated on Thursday 13 July at the Piaggio Museum** in Pontedera (Pisa). On this occasion, the exhibition -which was curated by **Francesca Molteni**- renovates and enriches with new surprising stories. This impressive story draws connections through art, design, and society within Italian industrial culture, and will be hosted at the Piaggio Museum **until October 22, 2017**.

The exhibition itinerary consists of **over 50 objects** that have made the history of Italian design, and that were selected from the collections of the museums that are members of Museimpresa with the assistance of their curators. They are big, small, visible or hidden, fixed or movable, powerful, sweet, mysterious and surprising; in any case, they have contributed to shape the costumes, economy and lifestyle of Italian society. This way, the history of many fascinating and clever icons that tell the “Made in Italy” products from the 1800s to nowadays comes to life. This chronological itinerary cannot fail to include the legendary vehicle that put wings on the feet of millions of people throughout the world: **the Vespa.**

The exhibition will be hosted inside the Piaggio Museum’s unique premises that occupy the 3,000 square meters of the former tool-shop in one of the oldest and most characteristic bodies of the industrial complex in Pontedera, where the company established its production from the beginning of the Twenties of 1900s. As in a time-machine, the iconographic exhibition covers over two centuries of Italian design history through the objects, the inventions, the intuitions, and the “risks” originated from the talents of business leaders and the visions of the factory *poets*, as well as the extraordinary ability of our workers.

This seventh edition of the exhibition has 8 new and surprising stories to discover: the Strega Liquor bottle, the metal stamp from the Paper Museum, the mailbox of Poste Italiane, the ETR 250 Arlecchino train of Ferrovie dello Stato, De Chirico’s Minerva by Fintecna, Alfa Romeo Giulia TI Super by Fratelli Cozzi, Fiocchi Team of Fiocchi Munizioni, and the Cartastorie of the Banco di Napoli Foundation.

Exhibition opening: Thursday 13 July, 7.00 p.m.

Speakers:

Francesca Molteni, Curator

Franco Raggi, Architect and Designer

Museimpresa with Francesca Appiani (Museo Alessi)

Followed by cocktails and live music with *Escodamè Swing Jazz Band*

The exhibition will be open from 14 July to 22 October, hours:

from Tuesday to Friday: 10 a.m. – 6 p.m.

Saturday: 10 a.m. – 1 p.m. / 2 p.m. – 6 p.m.

Every Sunday in July and August 10 a.m. – 6 p.m.

September and October second and fourth Sundays 10 a.m. – 6 p.m.

**Museimpresa – Italian Archives and Company Museums Association**

Museimpresa was born in 2001 on the initiative of Assolombarda and Confindustria with the aim of promoting the company's cultural policy through the creation of a system of corporate museums and archives, which are the guardians of the tangible and intangible signs of the genius loci of Italian Industry, revealing its capacity of vision and innovation.

Through conservation and enhancement of documents, iconographic materials, objects, products and machines, museums and archives tell the company's history and its protagonists, and reveal to everyone an extraordinary cultural heritage.

[www.museimpresa.com](http://www.museimpresa.com)

**Museimpresa Press Office**

**The Ad Store Italia**Viale Fratti 20/d, 43121 Parma, Italy
+39 0521 504345
+39 345 9519146
+39 340 8351659

adstore.it

**Alice Manca**
alice@adstore.it

345 - 9519146

**Maria Laura Piazza**

marialaura@adstore.it

345 – 7209722

**Piaggio Foundation Press Office**

**Annalisa Rossi**

annalisa.rossi@fondazionepiaggio.it

0587-271727