



The Giulietta Experience: Alfa Romeo Museum and Monza

THE EXPERIENCE

A day out for true car enthusiasts and lovers of the Alfa Romeo brand, who will enjoy art, culture, cuisine and excellent wines as we visit the Temples of Speed.



PROGRAMME

SEREGNO

Scuderia del Portello - Via Milano 35 (9.15 a.m.)

Meeting and registration of guests, assignment of historic cars.

Practical training session around the local roads.

9.45 a.m: Departure for Arese.

Alfa Romeo Historical Museum - ARESE (10.15 a.m)

Coffee break and guided tour of the new Alfa Romeo museum.

12.30 p.m: Departure for Monza.

Villa Reale (Royal Palace) - MONZA (1.15 p.m - 3.30 p.m)

Arrival at the Villa Reale, guests park their cars in the grounds.

Lunch in the Cucine della Villa restaurant.

Visit to the art exhibitions inside the Royal Palace.

MONZA AUTODROME (3.30 p.m – 6 p.m)

Guided tour of the Autodromo Nazionale di Monza with access to the most evocative areas of the Temple of Speed: unforgettable places for anyone who loves the world of cars and car racing.

Scuderia del Portello - SEREGNO (6.30 p.m)

Arrival and visit of Scuderia del Portello Museum. Presentation of Certificates of Attendance and trophies, along with wine tasting in collaboration with VINACOLO.

Final farewells (8.00 p.m).



The Alfa Romeo Museum

A UNIQUE PLACE: ITS LEGEND AND ITS FUTURE.

The Alfa Romeo museum is reborn - and it is even more prestigious.

The historical headquarters in Arese take on a new look and re-open to the public with completely new fittings which fully express the distinctive soul of Alfa Romeo.

Six floors of history which connect past, present and future, telling the story of the successes achieved by this extraordinary brand, its cars, its technology, its style.

Beauty, speed, strength and constant production: this is the heritage of Alfa Romeo.

It is a passion for driving, it is evolution, it is love.



The Royal Palace, Monza

The Villa was commissioned by Empress Maria Teresa of Austria and was built between 1777 and 1780 as a summer residence for her son Archduke Ferdinand of Habsburg, Governor General of Lombardy under Austrian rule.

Nestling at the foot of the Brianza hills, the location was chosen for its beauty and its closeness to Monza but also because of its strategically important position along the route connecting Milan and Vienna. The lavish amount of money invested in its creation – 70,000 gold coins, plus a further 35,000 for the park – meant that the country villa that the governor intended turned out to be a real palace.

The architect Giuseppe Piermarini designed a U-shaped building in the Neoclassical style, following the sobriety which is typical of Lombardy villas, but he was also inspired by the pomp and grandeur of the Palace at Caserta, whose creation he had contributed to as a pupil of Vanvitelli. The central, ceremonial block had two lateral wings attached to it to house the family chambers and guest rooms, and two more sections set perpendicularly to the main part for the servants' quarters, stables and equipment, totaling almost seven hundred rooms.



Monza Autodrome

The 'Autodromo Nazionale di Monza' is a race track situated inside Monza Park.

It is one of the oldest permanent autodromes in the world, along with Indianapolis, Spa-Francorchamps, Brooklands and Montlhéry. It is famous outside Italy because it hosts the Italian Formula One Grand Prix, which has been organized by the Milan Automobile Club almost without interruption since 1922.



The Scuderia del Portello and the Alfa Romeo Giulietta

The Scuderia del Portello represents the “history of the Alfa Romeo Sports Brand” on the track.

It organises and takes part in major international races like the 24 Hours of Nürburgring, the London to Sydney Marathon and the London-Mexico World Cup Rally, the 6 Hours of Spa-Francorchamps, the 24 Hour Le Mans Classic, the Grand Prix de Monaco Historique, the Goodwood Revival Meeting, the Goodwood Festival of Speed and many more.

Big winners, the Alfa Romeo Giulietta cars of the Scuderia del Portello have participated in the most prestigious races around the world, such as the 1000 Miglia, the Beijing-Paris, the FIA European Historic Challenger, the Carrera Panamericana in Mexico, the Tour de France and the Tour de España.

Wherever there are stories, races, passion and exclusivity, Scuderia del Portello will be there to represent the Alfa Romeo brand.

www.scuderiadelportello.org



PARTNER

Vinacolo

Vinacolo is an on-line and off-line distribution platform for wines and spirits. They offer their clients exclusive and excellent Italian and international labels, thanks to the experience they have gained in the field.

They will be supporting the experiences proposed by Scuderia del Portello, sharing our aim to guarantee high-quality services to our participants.



PARTNER

INTERAUTO MOTORSPORT

Interauto Motorsport is an automotive events company who specialise in the delivery of unique motoring experiences throughout Italy and Europe. Classic Alfa Romeo competition and rally cars from Scuderia del Portello are provided to drive in world renowned events, such as Mille Miglia, Modena Cento Ore Classic and GP Nuvolari. Interauto Motorsport also provide personalised tours of Italy and Europe's most famous attractions including Lake Como, Bellagio, Côte Azure, automotive museums and Milan shopping experiences.

www.interautomotorsport.com





... e la storia continua!

www.scuderiadelportello.org



Activities and costs

Activities	Costs
Car rental and assistance	
Coffee break and guided tour of the Alfa Romeo Historic Museum	
Lunch and tour of the exhibitions inside the Villa Reale	
Tour of the Monza Autodrome	
Certificate of Attendance and trophy	
Wine tasting and visit to the Scuderia del Portello Museum	
Number of cars available: 5 - 10 (10 - 20 people)	
COMPANY PACKAGE	

Contacts

Tel. +39.339.7373298

andrea.cajani@artexnet.it

ARTEX
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