

Experiences › Italy › 2 days › Turin

EXPERIENCE

The product before the product

Two days in Turin inside the companies that turned an agricultural raw material and a metal object into two brands you recognize without reading the label.

Fact sheet

01

DAYS

2

CITY

Turin

RECOMMENDED
SEASON

8 January to the end of July and September to December

GROUP

15 to 26 participants

LANGUAGE OF THE
VISITS

Italian; the MAUTO audio guide also in Italian Sign Language and International Sign

PRICE

Quotation on request

→ **Request a quotation · Download the itinerary in PDF**

Write which institution is bringing the group, how many participants there are and two possible dates. The head of international programs answers within two working days.

Itinerary day by day

02

Day 1 — How a brand is built out of a raw material

In the morning, Nuvola Lavazza. A guided visit of the Lavazza Museum: the route starts in the 1895 Turin shop and reaches the campaigns that made the brand recognizable in countries where coffee is drunk a different way. You go in with a booking, as a group and not as a sum of visitors.

Mid-morning, in the same building. The archaeological area under the headquarters: beneath the offices of a working company lie the remains of an early Christian basilica, and the company opened them to the public instead of covering them over. The visit is guided and lasts under an hour. It serves a question discussed in the classroom that afternoon: what a company does with something it found and has no use for. In the afternoon, a two-hour working session. Each team takes apart a campaign seen that morning and answers three questions in writing: who it was speaking to, what it promised, what it left out.

Day 2 — How a company museum defends an industry

In the morning, MAUTO, the National Automobile Museum. It is not a collector's collection: it is the way a city that built cars for a century tells its own story now that it builds fewer. You work on the shift from the combustion engine to the electric one, which is the moment an entire sector decides what it is going to become.

Early afternoon, Museo Officina della Scrittura, inside the former Aurora Penne factory. A company that still makes nibs in a plant from the late nineteenth century and that set up a museum inside the premises. Booking is made 48 hours in advance at the least. Closing session, two hours. Each team presents in eight minutes: which of the three companies seen would survive if its main product disappeared tomorrow, and why.

What you visit

Place	What it is	Status
Lavazza Museum , Turin	Company museum inside the group's headquarters	Bookable
Archaeological area of the Lavazza headquarters	Excavation open to the public under the offices, guided visit with booking	Bookable
MAUTO — National Automobile Museum , Turin	National museum, booking compulsory above 10 people	Bookable
Museo Officina della Scrittura , Turin	Company museum of Aurora Penne, inside the historic plant	On request

All four visits have a booking channel published by whoever receives them. None of them is a visit to a production line: they are company museums and archives, and that is what we say.

What is included and what is not

04

Included: admissions and guided visits to the four sites, the booking and coordination with whoever receives the group, two guided working sessions totalling four hours, the working materials, one person from the Istituto with the group throughout the experience and the certificate of participation in the experience. Not included: flight, transfers to and from the airport, lodging, meals, urban transport, personal travel insurance.

The season, and why

05

Turin is visited **from 8 January**. Italian companies reopen after 6 January and in the first week of the year a company visit does not stand up: the museum is open and there is nobody to talk to. From then on the whole year works, and winter has a practical advantage: the museums are empty and there is time to ask questions.

August is avoided, when the city empties out and several sites cut their opening hours.

The window we recommend to the university channel is **February-April**: it is the period when all the Italian experiences in the catalog work together, if the group wants to combine more than one.

Logistics and capacity

06

All four sites are inside Turin and reached on urban transport; none of them requires an intercity transfer. The Lavazza Museum takes groups **of 15 to 26 participants** and the visit to the archaeological area starts at 15: below that number the first day's itinerary changes and has to be redesigned. MAUTO requires a booking above ten people.

The recommended group is **15 people**: it is the size that reaches the group rates without going over the access limits of the visits, which at these sites run from 10 to 26. Above 26 the itinerary splits into two slots, the day gets longer and the cost per person does not go down.

Cover

07

The program includes an accident and public liability policy for the whole stay. The sums insured, the insurer, the policy number and the list of what is not covered are published in figures once it is taken out and are attached to the contract, with the same clarity. Until then they can be requested in writing, with an answer within two working days.

Do you want it to count as training, with a certificate? This experience can be built into an Istituto program, with classroom hours, a piece of work to deliver and a certificate of attendance. → **For groups**

→ **Request a quotation**

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This program does not lead to a qualification with official value.

Istituto Belmonte is a private Italian training institute. Its programs do not award qualifications with official value in Italy or Mexico and do not carry university credits. A certificate of attendance is issued.