



MARTINI L'APERITIVO DEL PADIGLIONE ITALIA



pininfarina

## Terrazza Martini by Pininfarina Italy Pavilion - EXPO Milan 2015

### *The Project*

22 April 2015 – The **Terrazza Martini® by Pininfarina**, on the second floor of Italy Pavilion, is developed along the cover of one of the branches of the Pavilion, south-east Cardo, and directly overlooks Piazza Italia with an exclusive access at the junction of the Cardo and the Decumano. So the ritual of the aperitif will be experienced in a unique area organised in areas offering atmospheres linked to the different aspects of the Martini world, enabling multiple space and emotional experiences.



The ambience, measuring 400 sq. m., opens with an extensive reception designed to welcome guests and immediately offer a view of the wide choice of Martini® products.

The **two Martini® Bars** are at the centre of the space; they are interpreted according to the elegance and functionality of Pininfarina and the unique style of Martini®, places for sharing and discovery where brand enthusiasts and talented young mixologists from all over the world

will have a full immersion in the Martini world, discovering the **authentic Italian aperitif**, accompanied by some food offers created with ingredients and raw materials 100% Made in Italy. The first bar includes a long counter, about 10 metres, where 4 bartenders, always available, will offer visitors the various Martini proposals, from the Martini Royale Bianco or Rosato, to Martini Tonic, the classic Martini Americano and Martini Negroni, the timeless Martini cocktail or a flute of Martini Prosecco, combined with a selection of finger food for all tastes, strictly Italian.

The structure of the bar, polished like the bodywork of a car, is wine-coloured and represents the constant search for timeless elegance and design that has always marked Pininfarina from the beginning.

The second bar will offer brand enthusiasts an elegant, sporty atmosphere, linked to the fascinating world of Martini Racing.

Guests of **Terrazza Martini®** will also have a large lounge area near to the stage which will host various DJ sets every evening to accompany the time of the authentic Italian aperitif. A special divan-seat in this area, with an integrated technological device, will enable guests to interact and deepen their knowledge of the Martini world.



MARTINI L'APERITIVO DEL PADIGLIONE ITALIA



pininfarina

The lounge, fulcrum of the terrazza, will also allow guests to immerse themselves in the tradition of the Martini® brand and deepen their knowledge of this fascinating world, through the discovery of some of the botanical essences used for the preparation of the secret recipe unchanged in time, personally handed down by each Master Blender to his successor to ensure the excellence that has made Martini® famous around the world for decades.



Lastly, a large VIP area will enable important guests to experience Terrazza Martini® in an exclusive, reserved manner.

A large part of the Terrazza will be covered by a pergola with a contemporary design that will offer protection from the weather and give the right shade; this element, combined with the Martini branded umbrellas, will contribute to making the Terrazza Martini®@Padiglione Italia a privileged place from where guests can enjoy an incomparable view of Piazza Italia and the Tree of Life, and where they will be able to savour a distinctive style and welcome.

FOR FURTHER INFORMATION:

**MARTINI & ROSSI PRESS OFFICE**

Barbara Herlitzka, Tel. +39 011 9419812, bherlitz@bacardi.com

**PININFARINA GROUP PRESS OFFICE**

Francesco Fiordelisi, Tel. +39 011 9438105, f.fiordelisi@pininfarina.it

**EDEL MAN**

Anna Capella, Tel. +39 02 63116236, Anna.Capella@edelman.com

Maia Lottersberger, Tel. +39 02 63116225, Maia.Lottersberger@edelman.com

**PADIGLIONE ITALIA EXPO MILAN 2015**

Fabio Zanchi, Tel. +39 345 8345139, f.zanchi@paditexpo2015.com

[www.martini.com](http://www.martini.com) [www.martinierossi.com](http://www.martinierossi.com) [www.slowdrinking.it](http://www.slowdrinking.it),

[@MARTINI\\_tweets](https://twitter.com/MARTINI_tweets)

[www.facebook.com/martinitalia](https://www.facebook.com/martinitalia)

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

Drink Martini® responsibly