



The Terrazza Martini by Pininfarina in the Italian Pavilion - EXPO Milano 2015

Martini and Pininfarina two Italian brand icons together for Expo Milano 2015

"Being invited was a privilege, it meant always being at the centre of events, change, the future"

Natalia Aspesi

Milan, October 6, 2014 - **Martini** and **Pininfarina**, brands that represent the **best of Italian excellence** throughout the world, have joined forces for **Expo Milano 2015** with an utterly unique **Terrazza Martini designed by Pininfarina**.

A **Terrazza Martini**, whether in Paris, Milan, Pessione or Sao Paulo has been a landmark for over half a century, not only a **unique location** where the **Italian style of life** can be enjoyed but also a concept where the brand communicates through elegance and *joie de vivre* - put simply "the place you'd most like to be."

The Italian Pavilion - Expo Milano 2015 - a Terrazza Martini comes to life.

Martini has entrusted **Pininfarina** with the design and planning, and the brief is to make it fully consistent with the key themes of the Universal Exposition, and at the same time, in line with the spirit of Martini.

Giorgio Molinari, Martini & Rossi Country Manager, said: *"We are proud to be making our contribution within a framework that I would call 'epoch-making'. For over 150 years Martini has expressed a unique style and joie de vivre and has spread its historic Italian brand heritage throughout the world. Therefore we just had to choose the Pininfarina Group to carry out such an ambitious project underlining Italian design and manufacturing excellence."*

"Being at Expo Milano 2015 with Martini is a source of great pride for us. Two historic Italian brands united in the pursuit of excellence and quality will be communicating a superb image of Italy to visitors from all over the world," said Paolo Pininfarina, President of the Group. "Terrazza Martini by Pininfarina is an explicit expression of our design philosophy and our idea of the Italian lifestyle."

The **Pininfarina** team started out with four key elements - **Food, Nature, Life** and **People** - the basic themes of Expo 2015, and then gave life to a concept that would express these elements in traditional yet innovative ways. Thus a space will come into being combining the history and iconic status of a legendary place that has always centred on life's pleasures and at the same time express the changes of the present and the transformations of the future.

The Terrazza Martini by Pininfarina will overlook Piazza Italia with an entrance designed so that the visitor is immediately projected into the world of Martini. Installations placed on the walls supporting the entrance staircase will tell the story of the company, its Italian roots, its closeness to the land and the beauty and riches of its native region.



The **interior** has been designed as **modular spaces** where an **aperitif**, the highlight of the Martini experience, can be fully enjoyed.

The main characteristic of the entire structure will be the mix of traditional elements and materials - such as wrought-iron railings typically seen on the terrace of a historic building but with a modern twist - with elements of contemporary design - the beautifully curving bench seating in typical Pininfarina style running along the entire perimeter of the terrace. The **Martini logo** has been broken down into its constituent elements - the red circle is reproduced graphically on the perimeter walls and floors and the vertical blue line is represented by the bench, making the location instantly recognizable. The perimeter area will be further enhanced by lush rare vegetation amongst which will be many of the botanicals used in the preparation of the four Martinis: Bianco, Rosso, Extra Dry and Rosato.

The heart of the Terrazza will be the **Martini Bar**, interpreted according to the Pininfarina tenets of elegance and functionality, a place where Martini's products and mixology can be discovered and shared, alongside delicious food made with the very best Italian ingredients and raw materials.

Terrazza Martini guests will also be able to enjoy a second bar and several lounge areas, partially protected by a pergola, a traditional covering for open spaces but this time designed with contemporary lines and geometric shapes, and partially open so that the magnificent view this position offers can be fully enjoyed.

*The **Terrazza Martini concept** started in the fifties, when Terrazze were opened in Paris (1948), Milan (1958) and then, between 1960 and 1965, Barcelona, Brussels, London, Sao Paulo and Genoa. Since 2000, the Terrazze Martini have found a different vocation, not only as exclusive locations, but as a style concept that can be tailored to any need in any context. The Terrazze located on the company premises in Milan and Pessione host cultural and social events, and the connections with the world of cinema are kept alive with Terrazze present at the Venice Film Festival (between 2003 and 2006) and the Cannes Film Festival (2007-2013).*

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ITALIAN PAVILION EXPO MILANO 2015

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