



ITALIA
EXPO MILANO 2015

MARTINI L'APERITIVO DEL PADIGLIONE ITALIA



pininfarina

Terrazza Martini by Pininfarina Italy Pavilion - EXPO Milan 2015

Martini and Pininfarina - two icon brands of Made in Italy together for Expo - Milan 2015

“Being invited was a rare privilege, it was always finding yourself in the middle of events, changes and the future”

Natalia Aspesi

22 April 2015 – **Terrazza Martini® by Pininfarina**, a unique, glamorous place for meeting, resulting from the union of two brands, Martini and Pininfarina which represent Italian excellence around the world, will debut on 1 May.



A large, splendid location, on the second floor of Italy Pavilion and overlooking the central Piazza Italia, **Terrazza Martini®**, designed and developed by Pininfarina, will welcome brand enthusiasts, offering them the opportunity of a unique experience and a full immersion in the Martini world, discovering the **authentic Italian aperitif**.

An area of 400 sq. m. with 2 Martini bars, various lounge areas, the Martini shop and much more.

Giorgio Molinari, Country Manager of Martini & Rossi, explained, *“We’re proud of being able to make a contribution in this framework which I define as ‘epoch-making’. Martini has expressed a unique style and its joie de vivre for more than 150 years and sends its heritage of a historic Italian brand into the world. So we couldn’t do other than choose the Pininfarina group to fulfil such an*

ambitious project for the excellence of Made in Italy.”

Paolo Pininfarina, group Chairman, said, *“Italian lifestyle, with its atmospheres and rituals is famous worldwide and a source of pride for us. Being a partner of Martini in this exceptional project has enabled us to stage an extraordinary space, creating an elegant, sophisticated and exclusive area which conveys the values of excellence and quality of our brands perfectly.”*

Terrazza Martini® by Pininfarina will express both the changes of the present and the transformations of the future. Developed on the cover of one of the branches of Italy Pavilion, south-east Cardo, the Terrazza will have an exclusive access at the junction of the Cardo and Decumano, and will offer guests a unique environment organised into topical areas and atmospheres linked to the different aspects of the Martini brand.



MARTINI L'APERITIVO DEL PADIGLIONE ITALIA

The **Terrazza Martini**[®], whether in Paris, Milan, Pessione or San Paolo in Brazil, has been a reference point for more than half a century. It is not only a **unique place** where the **Italian lifestyle** can be enjoyed but also a concept, where the brand transmits what can be summarised as the 'desire to be there' through elegance and joie de vivre.

*The **concept of Terrazza Martini**[®] started in the 1950s, when the Terrazze Martini were created in Paris (1948), Milan (1958) and then, between 1960 and 1965, Barcelona, Brussels, London, San Paolo in Brazil and Genoa. Since 2000, the idea of Terrazza Martini has discovered a different vocation, not only an exclusive location but a concept of style and welcome that can be modulated for all requirements in any context. Thus, alongside the offices in Milan and Pessione, sites for social, cultural and show business events and experiences with major cinema have been set up, with the Terrazze Martini at the Venice Film Festival (2003-2006) and the Cannes Film Festival (2007-2013).*

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

EDELMAN

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 www.martinierossi.com www.slowdrinking.it, @MARTINI_tweets
www.facebook.com/martinitalia
www.slowdrinking.it
www.pininfarina.com

Drink Martini[®] responsibly