MUSEIMPRESA

Enterprise is culture

Who we are

Italian Association of Corporate Archives and Museums (Museimpresa)

Founded in

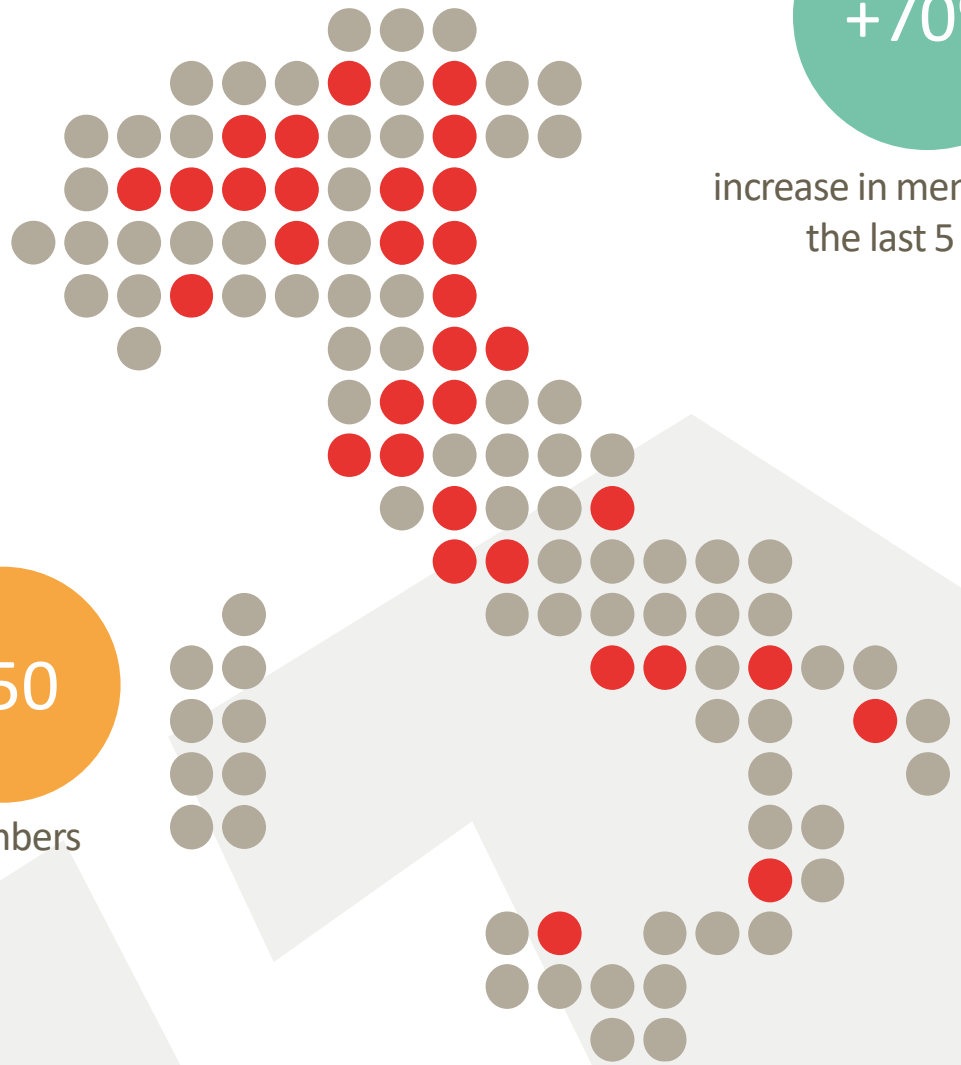
2001

400

Professionals: curators, consultants, …

+70%

increase in membership in the last 5 years



150

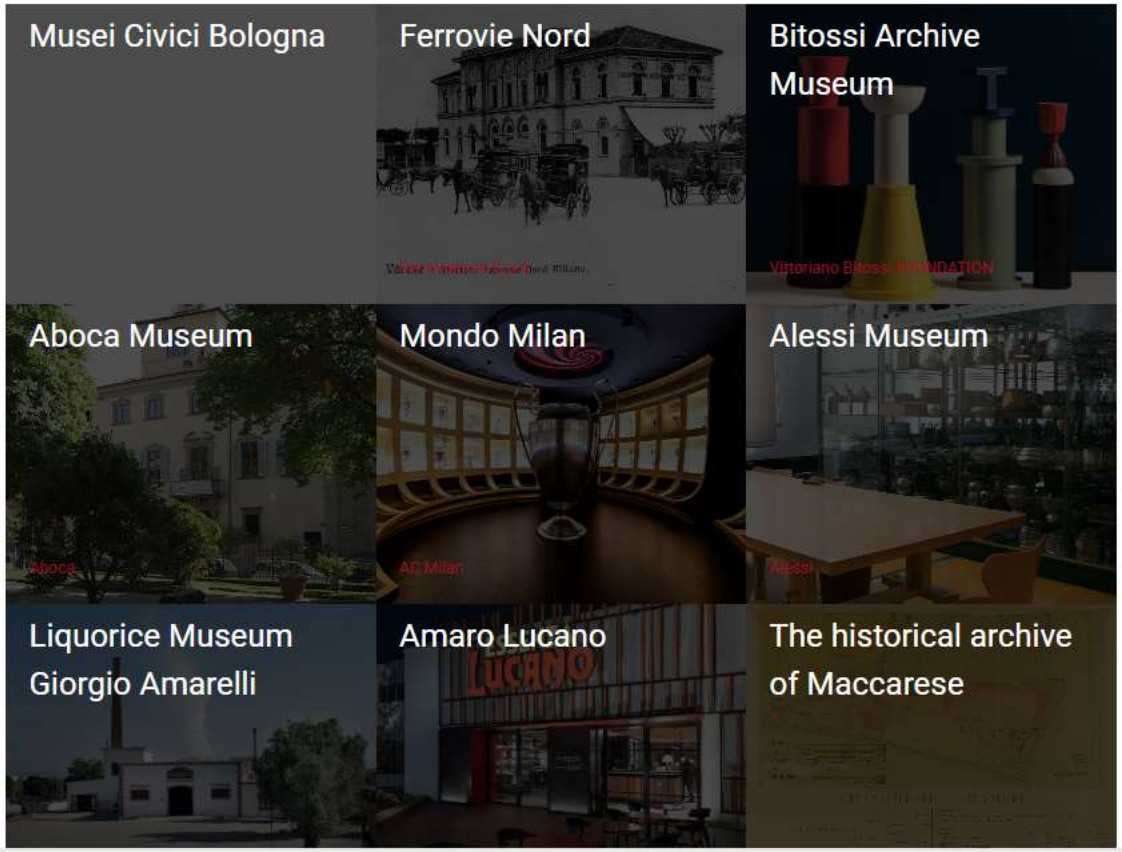
members

Mission

- To advocate corporate cultural policy
- To give a system-oriented viewpoint
- To encourage the exchange and diffusion of knowledge and experience
- To carry out research, training, development and studies
- To strengthen the relationship and increase interaction.
- To inspire the different institutional actors to invest in business culture

Associated museums and archives

ALPHABETICAL TYPE REGION Search...



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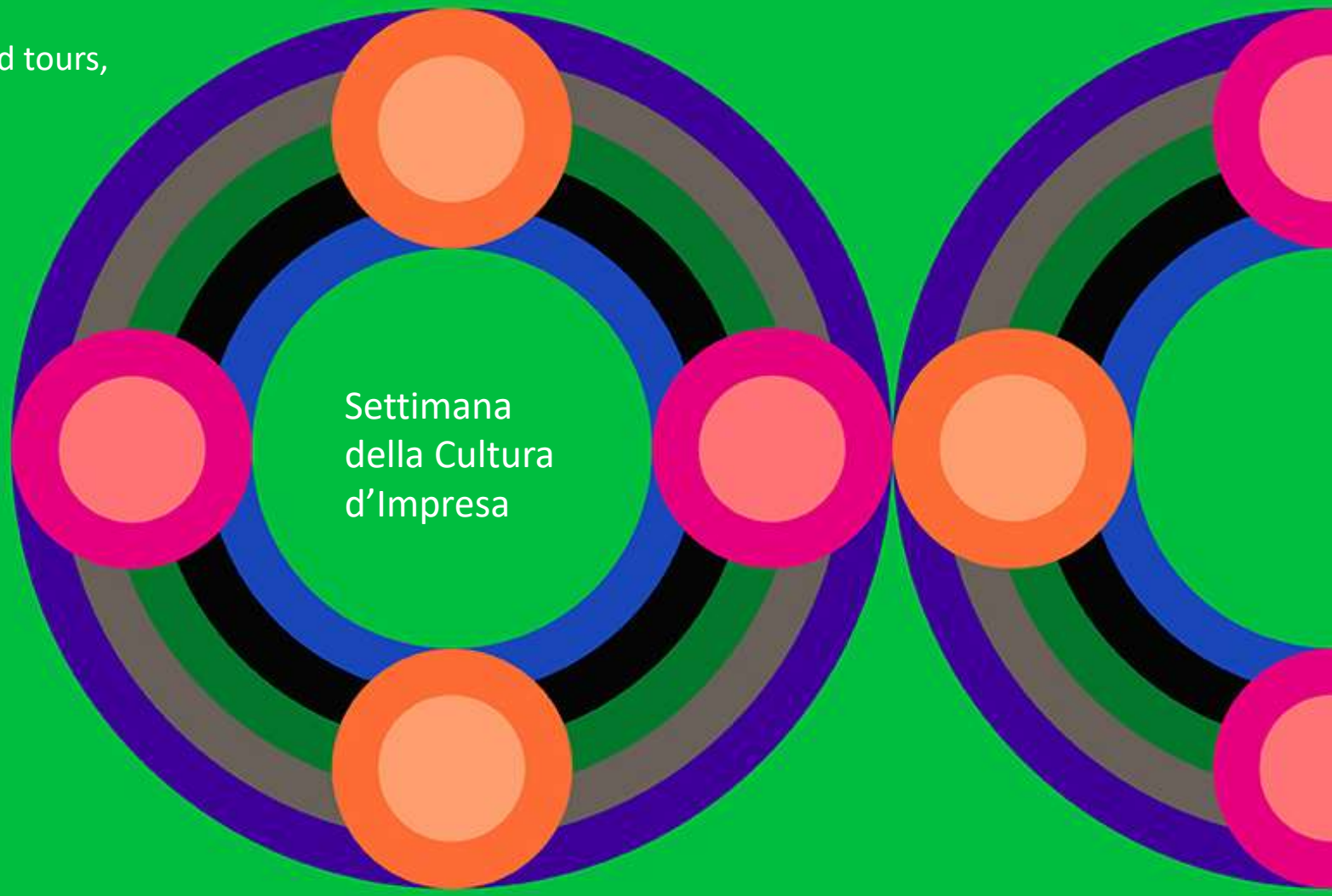
Company Cultural Week 23rd edition in 2024

Company Cultural Week is a national event promoted by Confindustria and Museimpresa since 2001.

Museimpresa takes part with a rich array of initiatives: conferences and meetings, movie, exhibitions and installations, workshops, special openings and guided tours, book presentation.

The event takes place in November and represents the highlight of initiatives linked to the promotion of company Culture in Italy.



Company Cultural Week 23rd edition in 2024

72

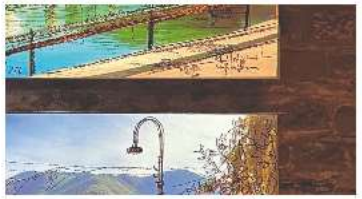
associates involved

104

total initiatives

Programma eventi

FILTRI RIMUOVI TUTTI I FILTRI



MOSTRA
13/12/2024
Colombo Industrie Tessili - Fino Mornasco (CO)

"Orditi, Ico al Baradello" torna a casa

INCONTRO - PRESENTAZIONE LIBRO
11/12/2024
LIUC - Università Cattaneo - Castellanza (VA)

Heritage Industria e Territorio

WEBINAR
09/12/2024
Sisal Spa - Evento online

Un'ora con l'Archivio Storico Sisal e Ultra

INCONTRO
07/12/2024
Amarelli - Corigliano-Rossano (CS)

Mani operose che pensano nell'ambito del ruolo sociale dell'impresa

PROIEZIONE CINEMATOGRAFICA
30/11/2024
Cinema D'Azeglio - Parma (PR)

Festival della Narrazione Industriale

Archivio Storico Barilla

ATTIVITÀ PER RAGAZZI - VISITA GUIDATA
29/11/2024
Fondazione Pirelli - Milano (MI)

Visite guidate e attività per le famiglie

“A scuola d’impresa – Learning the world of business and corporate heritage”

First edition 2023 - 2024

31

members involved

928

students enrolled

47

participating teachers

A scuola d'impresa
L'Italia nei nostri musei e archivi d'impresa

MUSEIMPRESA

in collaborazione con

LIUC Business University

Archivio del cinema industriale e della comunicazione d'impresa

con il contributo

CSC Archivio Nazionale Cinema Impresa

Museimpresa con la sua rete di archivi e musei, con *LIUC Heritage Hub* e *l'Archivio del cinema industriale e della comunicazione d'impresa*, presenta il progetto **"A scuola d'Impresa. L'Italia nei nostri musei e archivi d'impresa".**
Il progetto è pensato come percorso per **l'Orientamento** e **PCTO** (Percorsi per le Competenze Trasversali e per l'Orientamento) e ha l'obiettivo di diffondere una conoscenza di base della storia dell'impresa italiana e dei suoi valori, far conoscere i musei e gli archivi d'impresa attraverso oggetti, documenti, invenzioni e storie che testimoniano l'intraprendenza e l'evoluzione del Paese, consentire agli studenti di acquisire le competenze trasversali per orientarsi nel proprio percorso di studi e nella scelta della professione futura.

Il progetto si rivolge agli studenti del **triennio** della **Scuola secondaria di II grado,** di tutti gli indirizzi di studio.
Il corso è articolato in una **fase teorica** per la quale sono previste attività on line e in una **fase applicativo-esperienziale** che si svolge presso la sede di uno degli associati Museimpresa aderenti al progetto e comprende lo sviluppo di un **Project Work finale.**

Un docente può iscrivere un **gruppo classe** oppure un **gruppo eterogeno** di ragazzi appartenenti a classi diverse. Al momento dell'iscrizione il docente deve

#unmuseoalminuto

Installation ADI Design museum 2022

Installation of a large digital clock at the ADI Design Museum in Milan. Every minute, the clock reveals one of the 132 business archives and museums through one image from their collections.

117

associates represented

#unmuseoalminuto

Installation ADI Design museum 2022

More than

200

organized events

More than

79.000

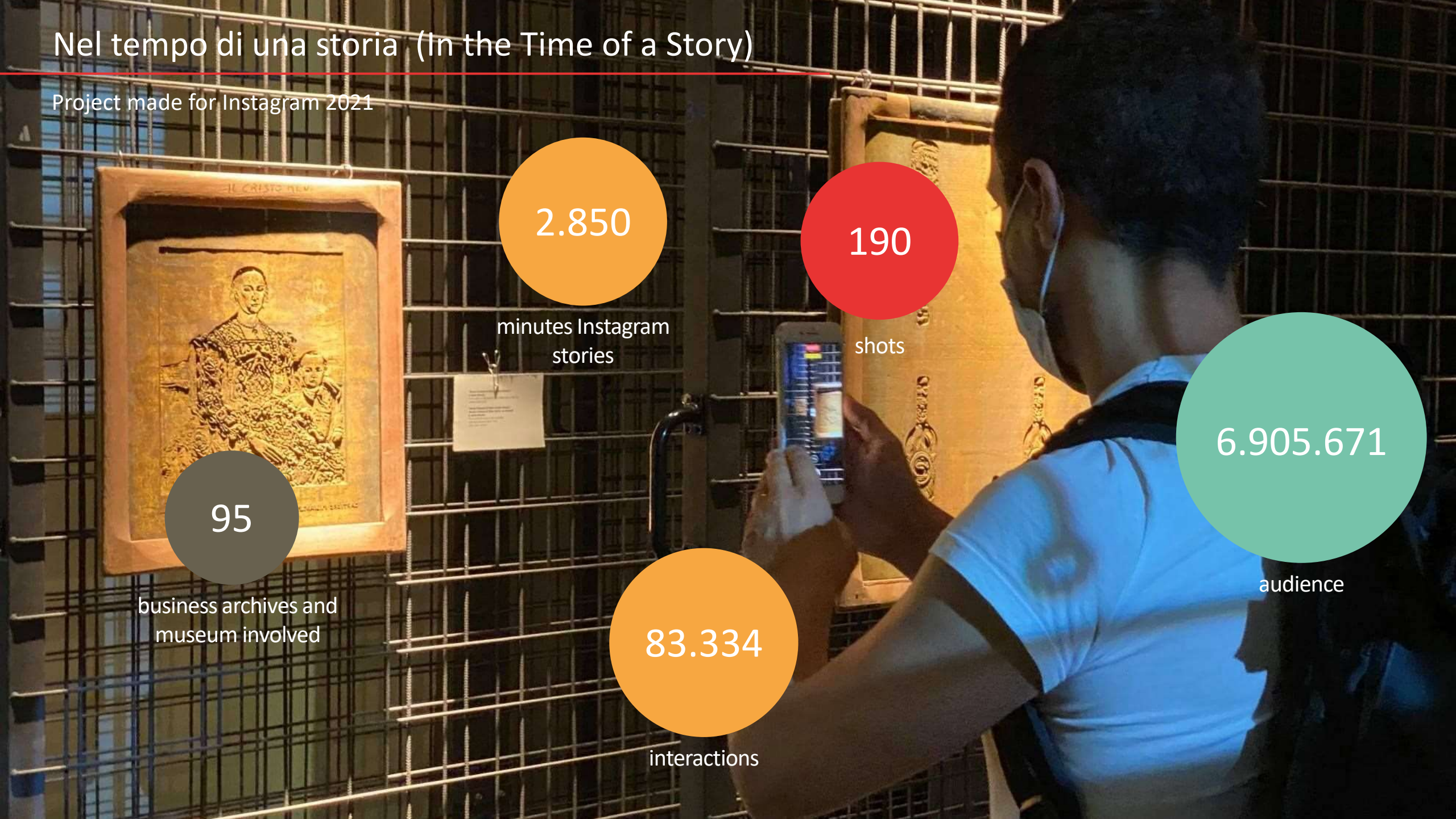
visitors

1.700

minutes exposure per associate per year

Nel tempo di una storia (In the Time of a Story)

Project made for Instagram 2021



2.850

minutes Instagram stories

190

shots

6.905.671

audience

95

business archives and museum involved

83.334

interactions

Museimpresa project for Google Arts & Culture

Bring the italian's business culture online, accessible to anyone, anywhere.

MUSEIMPRESA

Associazione Italiana Archivi e Musei d'Impresa

Milano, Italy

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Museimpresa, the Italian Association of Business Archives and Museums, founded in 2001 on the initiative of Assolombarda and Confindustria, brings together museums and archives of over one hundred Italian companies, united by the idea that companies, factories and service companies are places where past and future meet and where the business culture,...

Read more

47

associates involved

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Design

Visual arts

Heritage and traditional products

Archives and Heritage

… and Tourism!

INIZIATIVA

INDUSTRIAL TOURISM IN ITALY

INDUSTRIAL TOURISM IN ITALY –
Preservation, innovation and creativity in the places of Italian business culture.

The second edition of this volume is an overview of the main Italian business archives and corporate museums which are open to the public throughout the country. It highlights and promotes interest in the cultural spaces that are directly linked to the economic activity of companies, districts or traditions in production with significant ties to the area (such as, the Historical Archives of Fiat, Olivetti, Pirelli, and Barilla or the Museums of Alfa Romeo, Ducati, Alessi, Borsalino, etc.), and which are an exemplary expression of Italian culture, ingenuity and hard work in a wide variety of manufacturing sectors. The descriptions of the museums are accompanied by suggestions of places of interest to visit in the vicinity. These suggestions, complete with practical information for the visit, add a welcome touch of tourism to the collection. In conclusion, the guide ends with a detailed list of Italian corporate museums, classified by product category.

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Bank archives and their stories

Talent, activism, social achievements, forbidden love: women's stories in banking archives Not so long ago, archiv...

LIGURIA

Imperia's liquid gold

A 'double' city and the museum that explores the centuries-old history of olive trees and olive oil Oneglia and Port...

ITINERARIO

The ceramic district of Sassuolo

ITINERARIO

Maccarese: a productive green oasis

One of the largest agricultural estates in Italy, a historical archive, and three WWF-protected oases

Leaving behind Rome, with its undeniable beauty, monumental masterpieces of art and architecture, as well as its traffic and crowds of tourists, the road leads toward the coast, sea, beaches, and tranquillity of the Roman coastline, which boasts a natural heritage protected by the Litorale Romano State Nature Reserve. The reserve occupies 15,900 hectares, extending from the marina of Palidoro in the north to the beach of Capocotta in the south. It spans many kilometres of Mediterranean scrub, wetlands, dunes, and woods, as well as important historical and archaeological sites, such as Ostia Antica, the Imperial Harbours of Claudius and Trajan, and the Necropolis of Porto on the Isola Sacra. This area has been profoundly transformed by one of the most significant reclamations, which began in the 19th century and was completed in the 1920s. The Maccarese Agricultural Company (owned by

ITINERARIO

A valley of signs and hydroelectric energy

Val Camonica: discover rock engravings, a village of artists, and the Hydroelectric Energy Museum of Cedegolo

Located along the northern shore of Lake Iseo, the Camonica Valley stretches over 80 km, following the course of the Oglio River and ending at the Tonale Pass. Known as the Valley of Signs, this area is rich in rock art, which has earned it its status as a UNESCO World Heritage site. In Capo di Ponte, Ceto, and Darfo Boario Terme, parks and reserves showcase over 10,000 years of human history through symbols, images, and scenes of daily life carved into the rocks. This remarkable heritage is the legacy of the Camuni people (hence the name 'Camonica'), who settled here during the Neolithic period. Visiting Val Camonica also offers the opportunity to explore the scenic beauty of the upper Iseo Lake and the heights of Mount Adamello, as well as thermal spas in Darfo Boario Terme. Narrow cobbled streets, arches, stone buildings with wooden balconies, and working mills powered by the Vaso

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Scenic villages and outstanding local companies

The picturesque hometown of Prosecco DOC and grappa, plus 3 museums of companies that produce top-quality Made in Italy products.

We are in Veneto, between the provinces of Treviso and Vicenza, an area steeped in history, art and artisan tradition. Visiting this area means immersing yourself in landscapes featuring vineyards and aristocratic villas, castles and ancient walls, quaint villages and spectacular reenactments of historic events.

ITINERARIO

Turin, industrial capital

The city of the Mole Antonelliana and the Holy Shroud, the Film Festival, Book Fair, the Lingotto and Fiat. Today, Turin is a popular city of art and culture that is simultaneously solemn and contemporary. For a long time now – perhaps since the glorious 2006 Winter Olympics – gray has no longer been its color. Just a stone's throw from Turin are mountains, lakes and the delights of the Langhe, as well as the Ligurian Riviera, which give it a prime position. The large baroque squares, royal residences, parks and the slow flow of the Dora River make it a cross between a metropolis with excellent services and a slow city where life is all about walks under the porticos and chats in the historic cafés that were once hothouses of progressive ideas. Though Turin is constantly evolving, it still retains its "Savoy" spirit of understatement and does not deny its past – particularly its industrial past, which has made it what it is today.

Between 1864 and 1884, Turin designed its future as Italy's industrial capital. In 1865, the city was stripped of its role as capital which was given to Florence:

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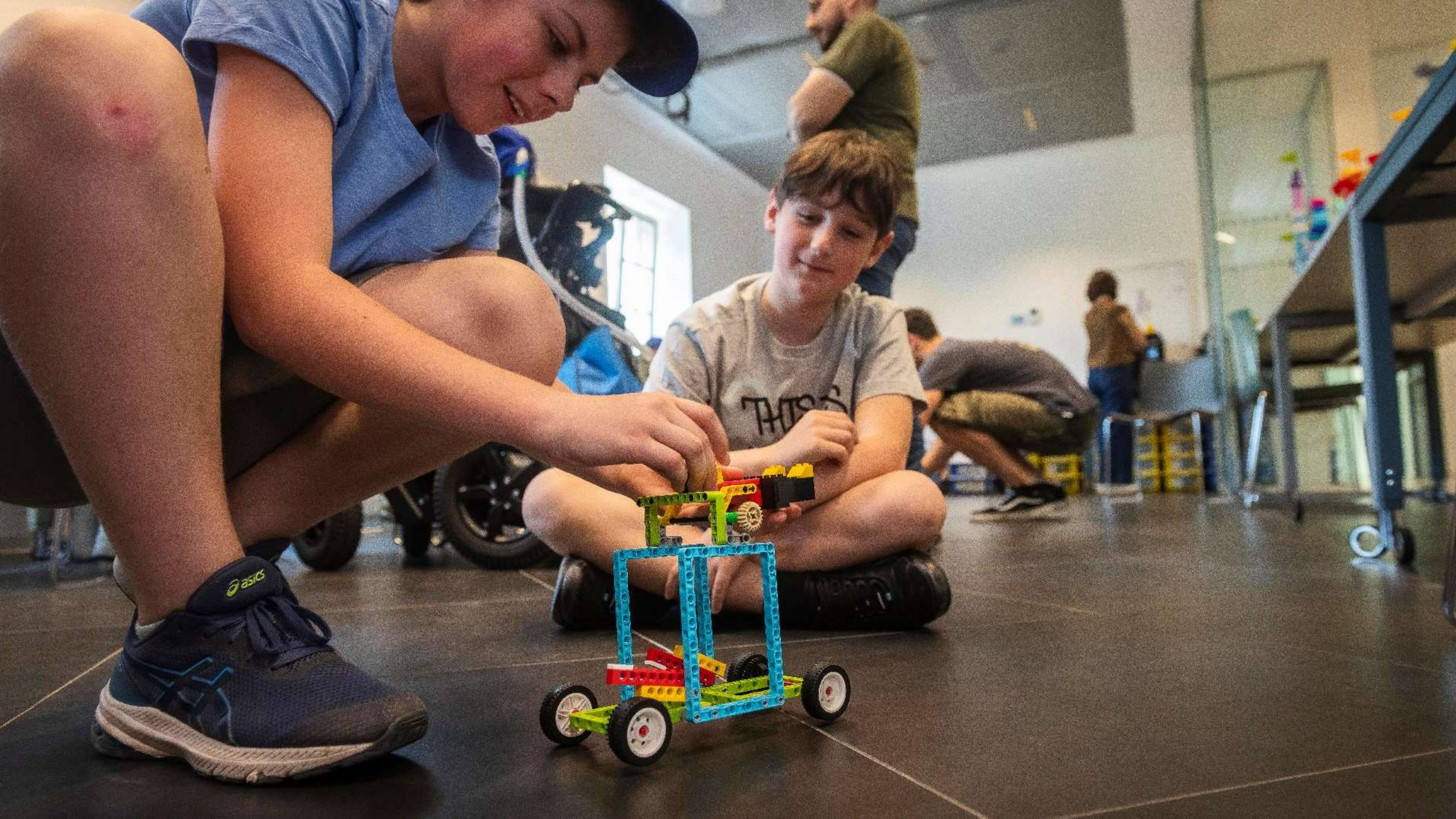
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/ Dalmine

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Observatory on Italian industrial tourism 2023 - 2025

Nomisma and Museimpresa have developed an Observatory on Italian industrial tourism.

81%

Foreign tourists who visited industrial tourism destination in Italy were very satisfied

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THANK YOU

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