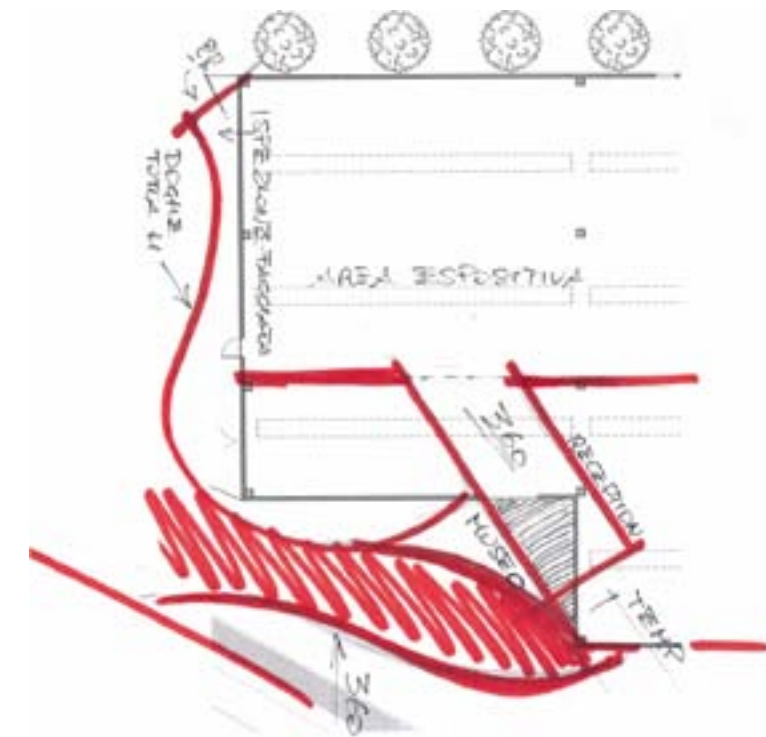




MUMAC – MUSEUM OF COFFEE MACHINE



'LaCimbali red' slats of a composite material create a sinuous embrace that has been inspired by the flow of the aroma lifting off a coffee cup.



The visitors' entrance.

_Valerio Cometti and Paolo Balzanelli



The Early Years.



The Age of Rationalism.



The International Dimension.



Under the Banners.

MuMAC, Museum of Coffee Machine, was designed by Valerio Cometti, founder of Valerio Cometti+V12 Design and Paolo Balzanelli, owner of Arkispazio in order to celebrate the 100th anniversary of Cimbali Group, the most important professional coffee machine manufacturer in the world, through its legendary brands LaCimbali and Faema. MuMAC lies within the establishment of the Cimbali Group a few miles South of Milan. The core of the new architecture is a building previously used as a warehouse, within which are located both the exposition area and a versatile open space suitable for events and exhibitions on the culture of coffee. MuMAC narrates a story that spans 100 years, recounting the history of this extraordinary object within its 1,800m². Both façades of the museum have been rendered with a delicate but technological technique: 'LaCimbali red' slats of a composite material create a sinuous embrace that has been inspired by the flow of the aroma lifting off a coffee cup and at night a carefully designed illumination creates a strikingly backlit grid of light that evokes the energy living inside MuMAC. Visitors access via a new entrance: a coffee-coloured wall

identifies the opening. The internal garden is limited by this coffee-coloured wall that is marked by nine trees which divide it into ten equal spaces: ten decades of the century that symbolise the life and the achievements of Cimbali Group. The museum area offers an exposition divided into six historical periods from the beginning of the century to the present day: the Early Years, the Age of Rationalism, Invention of the Lever, Under the Banners of Design, the International Dimension and the New Millennium. The area called The Early Years is characterised by a suspended ceiling and posters from the Art Deco period. The exhibition of The Age of Rationalism includes a severe fascist colonnade and strict grid of orthogonal lines identifying the layout of the marble display stands. Under the Banners of Design is characterised by a collection of design masterpieces of that time: great masters of design have penned coffee machines in these decades, therefore these machine are actual design icons. ➤



The installation of a new coffee machine within the volume explodes a view that allows to grasp the technological content and the level of complexity of the machine.



The New Millennium.

In the area dedicated to the culture of the 50s and 60s we can find a reconstruction of a bar and an entirely cantilevered structure that supports the machines of the period where thanks to cleverly positioned mirrors, visitors can enjoy both sides of these wonderful machines. The New Millennium is where the display stands are coated in white resin and they smoothly emerge from the floor that is coated by the same material: this area portrays the most modern machines, those designed for an increasingly fast society. This

room has a full height red volume, which is visible from any angle of the museum. Within this volume there is an installation of the new LaCimbali M100 coffee machine designed by Valerio Cometti+V12 Design: a daring exploded view that allows to grasp the technological content and the level of complexity of the machine, becoming an invitation to reflect on the extraordinary journey that the coffee machine has made during these last hundred years. <



Invention of the Lever features a reconstruction of a bar and an entirely cantilevered structure that supports the machines of the period.

- 01 ENTRANCE RECEPTION
- 02 ESPRESSO BAR
- 03 MUSEUM AREA - THE EARLY YEARS
- 04 MUSEUM AREA - THE AGE OF MATERIALISM
- 05 MUSEUM AREA - INVENTION OF THE LEVER
- 06 MUSEUM AREA - UNDER BANNERS OF DESIGN
- 07 MUSEUM AREA - THE INTERNATIONAL CHALLENGE
- 08 MUSEUM AREA - ENTRANCE TO THE NEW MILLENNIUM
- 09 INSTALLATION OF THE NEW COFFEE MACHINE
- 10 STORAGE
- 11 TOILETS
- 12 ENTRANCE OF THE USA FINE ARTS
- 13 TRAINING ROOM
- 14 TEMPORARY EXHIBITION AREA



The New Millennium has a full height red volume, which is visible from any angle of the museum.