

The Organizing Committee of the 11th World Forum for Motor Museums is managed by the **Fondazione Casa Natale di Enzo Ferrari** (Enzo Ferrari Birthplace Foundation) as the leading partner in a group of experts appointed by Emilia Romagna APT (Regional Tourism Promotion Agency) and Motor Valley. www.fondazionecasanataleenzoferrari.it



Save the date: Spring 2011. Grand opening of the new Enzo Ferrari Museum in Modena, under construction by the Enzo Ferrari Birthplace Foundation.

Motor Valley has been established by local government institutions and agencies as a registered brand to enhance the global value of the motor history and operations in the Emilia Romagna Region. Beyond motors, the area offers a deep-rooted historical and cultural heritage. It is well known as a tourist mecca, from seaside to mountain resorts, and for the widely acclaimed food and cuisine. www.motorvalley.it

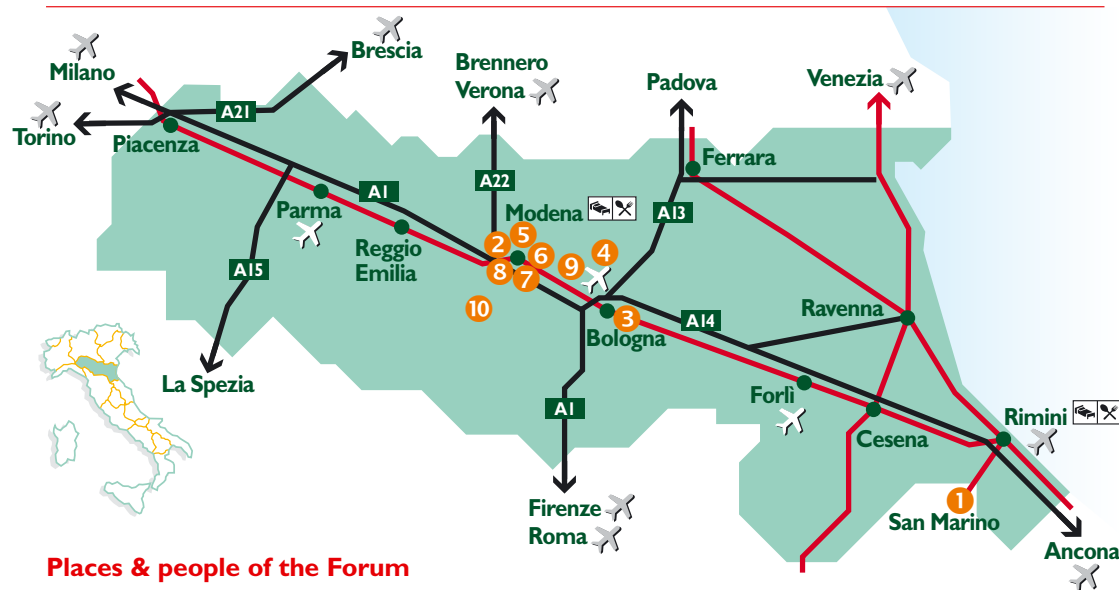
APT (Agenzia Promozione Turistica) is the Agency of Tourism Promotion of the Emilia Romagna Region within the Directorate for Tourism and Commerce of the regional government. APT has the mission to promote the Region as a prime tourism destination. www.visitemiliaromagna.com

<http://worldforum2009.motorvalley.it>



How to reach Motor Valley-Italy

An easy voyage of discovery to be a protagonist of the great tradition of skill, know-how, competence, technology, and passion which made the Emilia Romagna Region the world capital of motor sports.



Places & people of the Forum

Forum sites and visits

- 1 **Maranello Rosso Museums** San Marino
- 2 **Enzo Ferrari Museum** (works-opening 2011) Modena
- 3 **Ducati Museum & Factory** Bologna
- 4 **Lamborghini Excellence Centre** Sant'Agata Bolognese
- 5 **Chamber of Commerce** Modena
- 6 **Panini Collection** Modena
- 7 **Stanguellini Museum** Modena
- 8 **Maserati Factory & Showroom** Modena
- 9 **Mario Righini Collection** Panzano
- 10 **Auditorium Enzo Ferrari & Galleria Ferrari** Maranello

The Motor Valley can be reached

By plane

Bologna Airport. Main destination for international scheduled flights.
Rimini Airport. Scheduled and charter flight destination.
Parma and **Forli** Airports. Regional and domestic flights.
 Outside the Region, **Verona** and **Milano Linate** are the closest international airports.
Milano Malpensa is the closest airport for overseas flights.

By car

The Region is well connected to the highways network:
 A1 Milano-Modena-Bologna-Firenze-Roma
 A13 Padova-Bologna
 A14 Bologna-Rimini-Bari-Taranto
 A15 La Spezia-Parma at A1
 A21 Brescia (at A4)-Torino-Piacenza at A1
 A22 Brennero-Verona-Modena at A1
 For traffic info: www.autostrade.it

By rail

Bologna is one of the main Italian railway hub. High-speed train link Milano-Bologna (65').
 Modena and Rimini are major stations daily served by many trains.
 Schedules and information: www.trenitalia.it

For information on the Emilia Romagna Region: www.visitemiliaromagna.com



Fondazione Casa Natale Enzo Ferrari



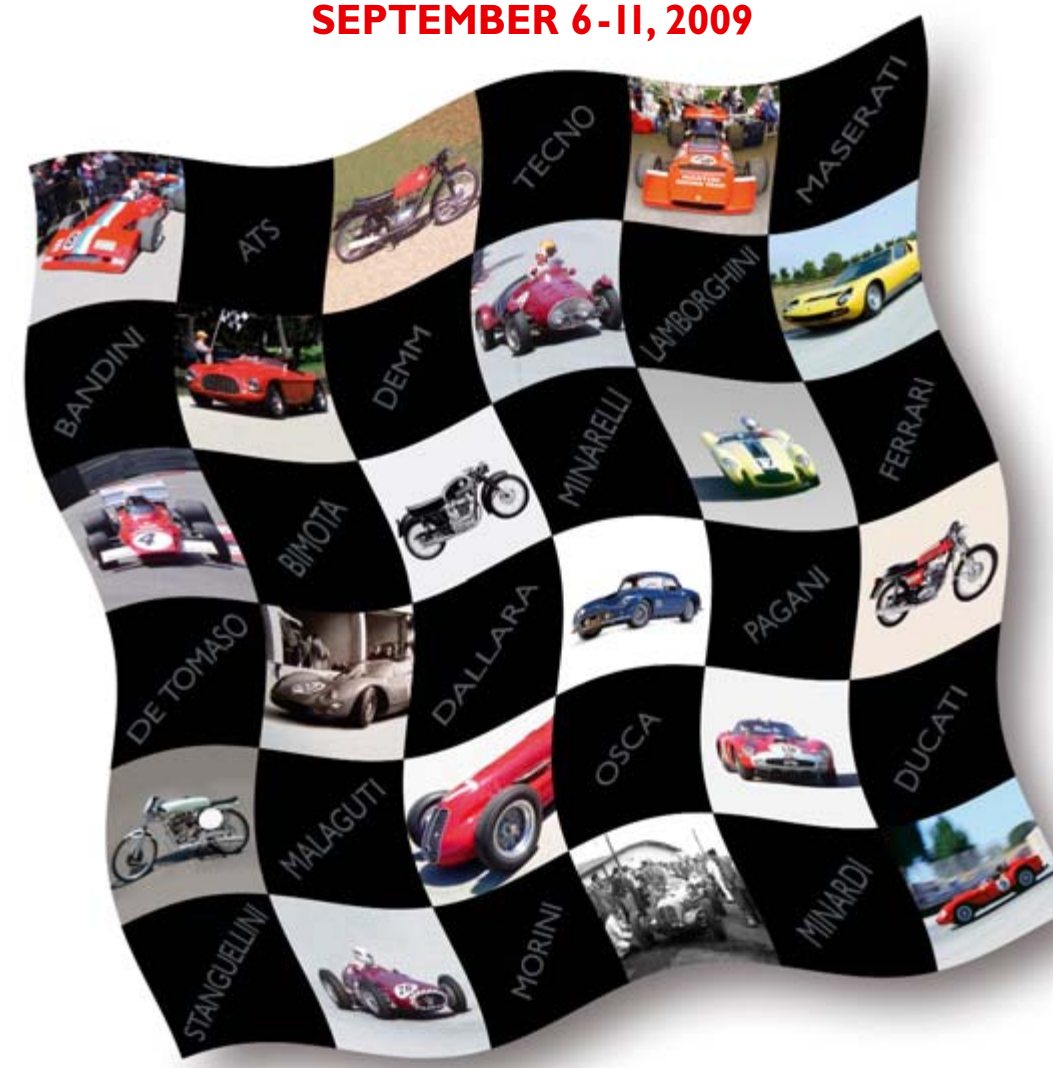
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11th WORLD FORUM FOR MOTOR MUSEUMS

MOTOR VALLEY EMILIA ROMAGNA REGION-ITALY

SEPTEMBER 6-11, 2009



INVITATION & PROGRAM



The 2009 edition of the World Forum for Motor Museums organized by Enzo Ferrari Birthplace Foundation and APT-Emilia Romagna Region



The program of the 2009 biennial gathering of representatives of motor museums in the world represents an innovative deviation from the long established format.

For the first time, the Forum is being held in different venues which are the core of the Motor Valley of the Emilia Romagna Region-Italy.

Nowhere else in the world, such a deep and exciting presence of world leading factories, restorers, motor museums and collections could be enjoyed within a small territory, a real Mecca of motoring history, technology and passion.

A car or motorcycle collection of the Motor Valley hosts, every day, the delegates. The history of motoring materializes in front of the audience, while the program is rich in vision and knowledge sharing.

The entertainment program includes dinners in an area widely acclaimed for the quality of food and the excellence of the cuisine. The gala dinner will take place in one of the most exclusive Italian venues: the Military Academy of Modena, a century-old institution which trained generations of officers for the Italian Army.

The Forum guarantees a full immersion in the spirit and the offering of the Motor Valley, while dealing with vital issues for the evolution and innovation of motor museums.

Just turn the page to understand why you can't miss the Forum



Program

Sunday September 6

Rimini: Arrival, registration and check-in at hotels
19.00 Transfer to Riviera Golf S. Giovanni in Marignano, Rimini
Informal get-together and cocktail dinner with session **The Word and the Object** by **Marco Montemaggi** (*Vice-president Museimpresa, Bologna, Italy*)

Monday September 7

8.30 Pick-up at hotels and transfer to Maranello Rosso Museums, *Falciano, Repubblica San Marino*
9.00 **Roundtable 1: Preservation of the asset and national laws on historical vehicle transborder trade**
Welcome: **Fabrizio Violati** (*Founder Maranello Rosso*)
Chairman: **Adolfo Orsi** (*Chairman Historica Selecta, Modena*)
Speakers: **Horst Bruning** (*President FIVA*)
Francesco Guasti (*Past-president FIVA, Honorary President Bugatti Club Italia, Milano, Italy*)
Roberto Loi (*President ASI, Italy*)
Patrick Rollet (*Vice-president Strategy and Finance FIVA, Delegate FFVE, France*)
11.00 Visit: **Maranello Rosso Museums**
12.00 Visit to Borgo Vecchio San Marino
13.00 Lunch
15.00 Transfer to Modena
17.00 Opening of the exhibit **Enzo Ferrari Museum 2011** at the Chamber of Commerce: **Giorgio Pighi** (*Mayor, Modena Municipality*), **Piero Ferrari** (*Honorary President Enzo Ferrari Birthplace Foundation*), **Maurizio Torreggiani** (*President Chamber of Commerce Modena*)
18.00 Visit of the construction site of the **Enzo Ferrari Museum, Modena**
18.45 Transfer to hotels in Modena
21.00 Welcome dinner at Giardini Pubblici, Modena. Theme: **Barsanti & Matteucci: the truth about the inventors of the internal combustion engine**

Tuesday September 8

8.00 Pick-up at hotels and transfer to Ducati Factory, Bologna
9.00 **Workshop 2: Museum sustainability**
Welcome: **Gabriele Del Torchio** (*Chairman and CEO Ducati, Bologna, Italy*)
Chairman: **Adolfo Orsi**
Speakers: **Nino Balestra** (*President Museo Bonfanti Vimar, Romano d'Ezzelino, Italy*)
Angus Forsyth (*Managing Director Hagerty Int., Silverstone, UK*)
Leslie Kendall (*Curator The Petersen Museum, Los Angeles, Usa*)
Michael Penn (*Curatorial Director Haynes International Motor Museum, UK, Chairman World Forum for Motor Museums secretariat*)
11.00 Coffee break
11.15 **Workshop 3: The art of restoration. How to educate the specialists of tomorrow**
Chairman: **Adolfo Orsi**
Speakers: **Fred Simeone** (*President The Simeone Foundation, Philadelphia, Usa*)
"Skip" Marchetti (*Curator The Nethercutt Collection, Sylmar CA, Usa*)
Gianluigi Mengoli (*President Ducati Foundation, Bologna, Italy*)
12.45 Visit: **Ducati Museum**
13.45 Lunch c/o Ducati
15.00 Visit: **Ducati Factory**
15.45 Transfer to Lamborghini Excellence Centre, *Sant'Agata Bolognese*
16.30 **Workshop 4: The museum tomorrow: Multimedia, multisensoriality, interactivity**
Welcome: **Rodrigo A. Filippini Ronconi** (*Director Lamborghini Excellence Centre*)
Chairman: **Adolfo Orsi**
Speakers: **François Confino** (*Museum designer, Lussan, France*)
Kym Hulme (*Director National Motor Museum, Birdwood, Australia*)
Massimo Negri (*Professor IULM University, Milano, Italy*)
Ben van Berkel (*Architect, Amsterdam, The Netherlands*)
Johan Wagner (*Manager Auto Pavillon VWSA Expo & Heritage Centre, Uitenhage, South Africa*)
18.15 Coffee break
18.30 Visit: **Lamborghini Excellence Centre**
19.30 Aperitif and buffet dinner c/o Lamborghini

Wednesday September 9

8.45 Pick-up at hotels and transfer to the Chamber of Commerce, Modena
9.00 **Roundtable 5: Heritage marketing**
Chairman: **Marco Montemaggi**
Speakers: **Tim Bryan** (*Director British Motor Heritage Trust, Gaydon, UK*)
Tommaso Fanfani (*Curator Piaggio Foundation Museum & Archives, Pontedera, Italy*)
Thomas Frank (*Audi Tradition, Ingolstadt, Germany*)
Livio Lodi (*Director Ducati Museum, Bologna, Italy*)
Mariella Mengozzi (*Director Galleria Ferrari, Maranello, Italy*)
Achim Stejskal (*Director Porsche Museum, Stuttgart, Germany*)
12.30 Lunch c/o the Chamber of Commerce
14.00 Transfer to the Panini Collection, Modena
14.30 Visit: **Panini Collection**
16.30 Transfer to Stanguellini Museum, Modena
17.00 Visit: **Stanguellini Museum**
18.30 Transfer to the hotels, Modena
20.30 Dinner **Two-wheel night** at Baluardo della Cittadella, Modena. Host: **Marco Masetti**

Thursday September 10

8.45 Pick-up at hotels and transfer to the Chamber of Commerce, Modena
9.00 **Roundtable 6: Exhibits, events, auctions: Museum's friends or foes?**
Chairman: **Aldo Zana** (*Motor historian and journalist*)
Speakers: **Sandro Binelli** (*Chief Operating Officer Mille Miglia Storica, Roma, Italy*)
Eduard Michel Franssen (*Project Director Siha Ausstellung Promotion, Herzogenrath, Germany*)
Max Girardo (*Managing Director RM Auctions Europe, London, UK*)
Maurizio Mercurio (*Professor University of Modena & Reggio Emilia, Italy*)
11.30 Transfer to the Maserati Factory, Modena
12.00 Visit: **Maserati Showroom**
13.00 Lunch
14.00 Transfer back to the Chamber of Commerce, Modena
14.30 **Workshop 7: Archives and Document Centres: A new mission**
Chairman: **Adolfo Orsi**
Speakers: **Giovanni Barozzi** (*Professor University Modena & Reggio Emilia, Director Tecnostory Digital Motor Archives, Italy*)
Giorgetta Bonfiglio Dosio (*Professor Padova University, Italy*)
Patrizia Cacciani (*Head of Istituto Luce Historical Archives, Roma, Italy*)
Carolina Lussana (*Curator Dalmine Foundation, Dalmine, Italy*)
Mauro Negri (*Director Negri Foundation, Brescia, Italy*)
16.15 Transfer to hotels
17.30 Pick-up at hotels and transfer to the Righini Collection, *Panzano Castle*
18.00 Visit: **Righini Collection**
19.30 Transfer to Villa Sorra
19.45 Aperitifs and dinner **Four Wheel Night** at Villa Sorra. Host: **Mauro Tedeschini**

Friday September 11

9.00 Pick-up at hotels and transfer to Enzo Ferrari Auditorium, Maranello
9.30 **Roundtable 8: Motor museums and territorial marketing**
Welcome: **Piero Blondi** (*Chairman Motor Valley, Italy*)
Chairman: **Michael Penn**
Speakers: **Andrea Albani** (*Scientific Consultant Emilia Romagna Region, Coordinator Motor Land Program, Italy*)
Rudi Baer (*Director Saurer Museum, Arbon, Switzerland*)
Hans-Holger Frenzel (*Chairman Deutsche Museumstrasse, Aschaffenburg, Germany*)
Silvia Nicolis (*Director Nicolis Museum, Villafranca di Verona, Italy*)
Adriana Zini (*General Secretary Enzo Ferrari Birthplace Foundation, Modena, Italy*)
12.00 Session on candidates for the 2011 edition of the World Forum for Motor Museum-Forum Closing
Chairman: **Michael Penn**
12.30 Visit: **Galleria Ferrari, Maranello**
13.30 Lunch
15.00 Transfer to hotels
20.00 Pick-up at hotels and transfer to Palazzo Ducale-Military Academy, Modena
20.30 Gala dinner



Ph. Archivio Fondazione Enzo Ferrari

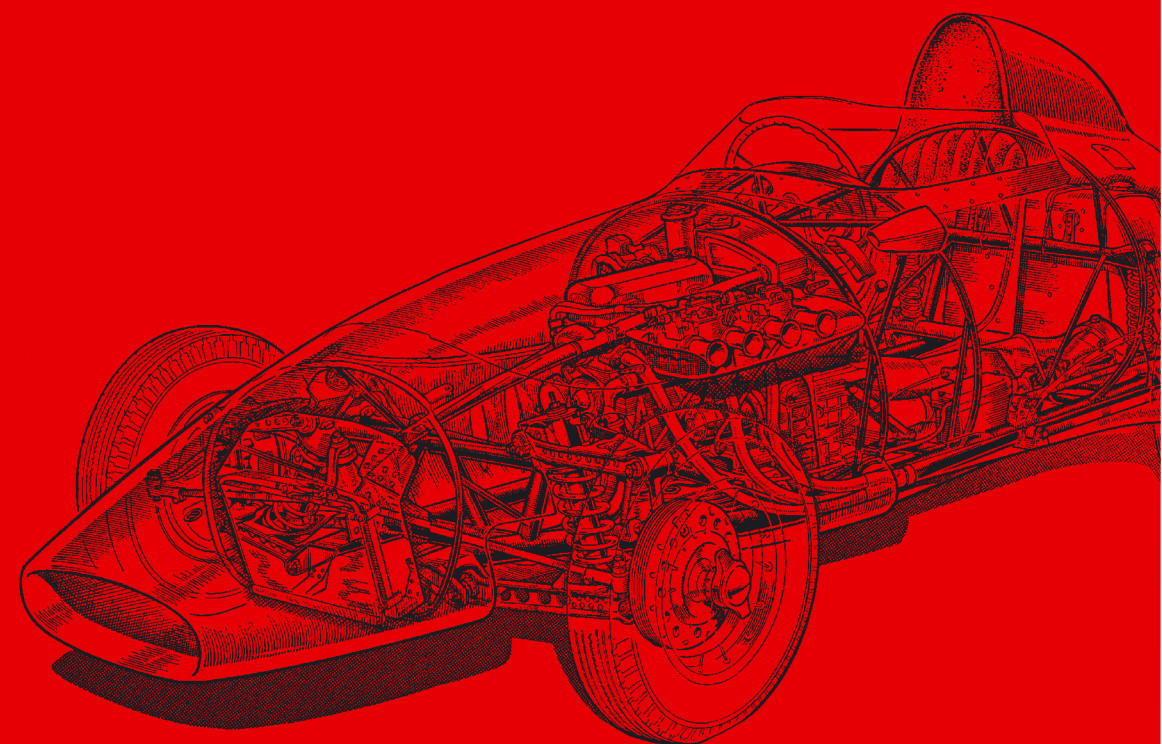
For information and registration:
Jennifer Baroni, Adria Congrex
Via Sassonia 30, 47900 Rimini
tel. 0541 305882, fax 0541 305842
e-mail: bookingfiera@adriacongrex.it
Website: www.adriacongrex.it

Online registration
<http://worldforum2009.motorvalley.it>

Hotel options and costs in the Website

- Full package (6 nights, full program) from € 990 per person. Companion € 790
- 5 nights, full program package from € 940 per person. Companion € 740
- Registration only (no B&B) € 500 per person

The fees include transfers, meals, visits, workshops and roundtables from Sunday Sep. 6 afternoon to Saturday Sep. 12 morning.



Ph. Archivio Adolfo Orsi