

## "OUT OF TOWN – A JOURNEY TO DISCOVER ITALIAN TASTE AND STYLE"

**Piaggio Museum, Pontedera (Tuscany, Italy).**

**15 May – 8 September 2019**

*Pontedera, 14 May 2019* – The **Fuori Porta** exhibition – (*Out of Town*) – celebrates the twinning between the Vespa, the stroke of genius that revolutionised the way we travel more than seventy years ago, and *La Cucina Italiana* (*The Italian Cuisine*) – the historic food and wine magazine edited by Maddalena Fossati Dondero – whose patient and tireless promotion of a true food culture has accompanied Italians from the 1930s to the present day, through the war, the postwar reconstruction, the boom years, 1968, and all the major periods in the country's history, through to a present day that pays tribute to a happy tradition where good humour is the main dish on the menu.

The approach is easy: light-hearted and nimble like the Vespa, and fragrant, interactive, unpredictable and always shared like the recipes that, for almost a century, *La Cucina Italiana* has been carefully testing in its kitchens before passing them on to its readers.

The exhibition reconstructs a story that belongs to everyone, endowing it with an extraordinary freshness in line with the image of the Vespa and *La Cucina Italiana*, whose success stems from having always been modern interpreters of contemporary life over the years.

The exhibition route, subdivided into six sections, is entertaining, visual, intriguing, "round" like a plate and a wheel, but also like a porthole offering a view of a person, an age, a fashion, a curiosity: from «**Women and girls** » to «**The great outdoors**», from «**Italy out of town** » to «**A window on the world**», from «**A question of style**» to «**Today**».

Each section has a testimonial: a recipe with a story to tell, typical of the period or the topic: an illustration to be savoured. *La Cucina Italiana* has identified 6 recipes, one for each section: fish rolls "filled with optimism", meat lasagne, the "tsarist" version of stuffed eggs, spaghetti à la Ungaretti, champagne truffles and a "quick, sophisticated" toasted sandwich.

Because History means all of us, our parents and grandparents, who hopped on a Vespa for a trip with a copy of *La Cucina Italiana* in the luggage rack, sandwiches in a basket, a happy smile and a great desire to "see" the Italy of yesterday, today and tomorrow. Visitors to the exhibition will also be accompanied by two special fragrances, freshly cut grass and newly baked bread, created by Antonella Bondi, the guru of Home&Food fragrances. Everybody on the road! We're off.

**EXHIBITION INFO:** The exhibition is open, free of charge, until 8 September 2019: Tuesday-Saturday 10.00-18.00. May, June and September: second and fourth Sundays 10.00-18.00; July and August: all Sundays 10.00-18.00. Open on 2 June and 15 August 10.00-18.00. Monday: closed. Museo Piaggio, Viale Rinaldo Piaggio 7, Pontedera (Pisa).

[www.museopiaggio.it](http://www.museopiaggio.it)