



TREVIGLIO CITTA' DEI MOTORI. DETAILS OF ITALIAN MOTOR WEEK 2024 PROGRAMME UNVEILED

Cars, tractors, museums, workshops, music and big events at the trade fair: from 12 April to 7 May, a whole series of events in the city.

*The Mayor Juri Imeri. "A showcase for the city".
Paolo Ghislandi of SDF. "SAME's motoring heritage"*

After its success in 2023, the city of Treviglio is once again poised to play a leading role in the Italian Motor Week, a national event promoted by the *Associazione Anci Città dei Motori* which brings together over 40 municipalities from throughout Italy and once which the Municipality of Treviglio joined in 2023 thanks also to the presence of the SDF headquarters and the SAME Museum. The Italian Motor Week is a big tourist promotion event that brings together many initiatives throughout Italy and celebrates, enhances and promotes the many Made in Italy motoring brands, places, personalities and excellence which are known and loved worldwide. The SAME tractor brand is one of the most loved and valued in the world and has recently been included in a special register of historical brands of national interest set up by the Ministry of Business and Made in Italy and has become part of the history of Italian industry.

"The Italian Motor Week is an important showcase that has strengthened strategic synergy and collaboration which promote the city on a tourist and cultural level," commented the Mayor, Juri Imeri. "I would like to thank SDF management for their valuable cooperation and willingness to play a leading role in the event, thereby consolidating the excellent relationship between the company and the city. April will be a month packed with events and initiatives, also thanks to the Agricultural Show and *Ad Antico in Via* antiques show, events which will attract thousands of visitors who we want to stay as long as possible in the city and discover its museums and shops'.

"We are very pleased to collaborate with the Municipality of Treviglio during the second edition of the Italian Motor Week, with initiatives and activities that bring back to life the motoring heritage of our company which has always been appreciated worldwide", Paolo Ghislandi, Corporate Communication & External Relations Director at SDF, said. "We will open the doors of the SAME Museum all-day Sunday to enthusiasts who will be able to appreciate the history of SAME tractors, a company which has recently entered the roll of honour of Italian business thanks to its inclusion in a special Register of Historic Brands of National Interest, confirming the strong link between our brand and the area we operate in."

It starts on Friday 12 April when a British delegation will visit the city

The programme for the Italian Motor Week in Treviglio is packed with meetings and events. It starts on Friday 12 April with a visit by a British group from Romsey to the city. After the institutional greetings at the Town Hall at 10.00 am and a visit to the Museo Storico Verticale and the exhibition *La porta del cielo*, the British delegation will visit the SAME Museum and the SDF Historical Archive in the afternoon and then continue with a visit to the Romsey garden opposite the PalaFacchetti where a red bench installed in collaboration with the Associazione Soroptimist will be inaugurated.

On Saturday 13 and Sunday 14 April racing and classic car engines will rev up in Piazza Garibaldi

On Saturday 13 April, the engines will rev up! The racing driver from Treviglio, Massimo Ciglia, winner of the Italian GT-Sprint-GT3 Am championship, will be in Piazza Garibaldi from 9 in the morning to 6 in the evening. He will bring his car, a Honda NSX GT3, which he will race in in the Italian Gran Turismo Sprint and Endurance championship this year into the city centre. Together with his Nova Race team and athletic trainer Massimo De Nardi of Krioplanet Treviglio, visitors will be able to see how they fare as drivers, see a real GT3 category racing car close up, try out the professional SIM Racing driving simulators with the Assetto Corsa Competizione videogame, train like a real driver and win a Garage Pass to watch the Monza race in October directly from the Nova Race Honda NSX team garage. Throughout the day, the Sprint and Endurance categories of the next Italian ACI Sport GT3 championship will also be presented with the team, sponsors, partners and the racing driver Massimo Ciglia of course.

On Sunday 14 April, from 8.30 to 10 in the morning, Piazza Garibaldi will host the rally and start of a itinerant vintage car event organised together with the CinemAlfa Association.

Workshops for children aged 6 to 12

Treviglio's museums will play an important part in the Italian Motor Week and will welcome young explorers aged 6 to 12 years who are eager to discover the world of engines and agricultural machinery!

On Tuesday 16 April, at 4.30 p.m., appointment at the SAME Museum and SDF Historical Archive for a workshop on **"Mechanical Geometries"**, an event full of shapes and colours inspired by tractors and their engines. The participants, who must be accompanied by an adult who remains for the duration of the entire workshop, will have the opportunity to create their own personalised tractors through a collage of geometrical shapes and cutouts in the heart of the Treviglio-based company located in Viale Cassani.

And there's more!

On Saturday 20 April, once again at 4.30 p.m., young artists can discover the magical world of **"Natural Geometries"** at the 'Ernesto and Teresa Della Torre' Museum: they can cast a curious eye on the furrows left by tractors in fields and meadows and create tempera paintings that capture the essence of nature in motion.

Participation in both workshops is free of charge but booking is required at www.trevigliomusei.it or the portal <https://bergamo.cosedafare.net/>

All participants will receive a gift and a voucher for free admission to the Museo Storico Verticale in the city clock tower, valid for Saturday 27 April, on one of the two guided tours at 4 p.m. and 5.30 p.m.

The photographic exhibition “Coltivare i Paesaggi” (Cultivating Landscapes) returns. And on Sunday 21 April a special edition of the antiques market *Antico in via* with a SAME Delfino tractor in Piazza Manara

On Sunday 21 April, to coincide with the antiques market, visitors can admire a SAME Delfino tractor close up. The tractor will be on display under the porticos of the Town Hall in Piazza Manara. The SAME Delfino tractor was one of the Treviglio-based company's longest-lived tractors: it was produced for 24 years, from 1971 to 1995, with over 31,500 of these tractors built during this period, figures that show just how modern its original design was. Once again in collaboration with SAME, the photographic exhibition 'Cultivating Landscapes', a journey through the history of Italian agricultural mechanisation, will be housed in the Museo Storico Verticale. The exhibition will be repropose after being held in 2011 (and then again in 2018) to mark the tenth edition of the 'Settimana della Cultura d'Impresa' (Business Culture Week). The exhibition will be open every Saturday and Sunday from 20 April until 5 May during guided tours of the Museo Storico Verticale at 4 and 5.30 p.m. during which free gifts will also be distributed to all participants (booking recommended at www.trevigliomusei.it). On Saturday 20 April, visitors will receive vouchers for admission to the Agricultural Show whereas on Saturday 27 April, visitors to the Museo Storico Verticale will receive vouchers for admission to TreviglioCavalli, the event that will be held at TreviglioFiera from 3 to 5 May and from 9 to 12 May, with the traditional parade of carriages and horses in the city centre scheduled for Saturday 4 May at 4 p.m.

The Agricultural Show, special opening hours for the SAME Museum and the relaunching of the AgriMuseo Orizzontale

The 41st edition of the *Fiera Agricola della Pianura Bergamasca* will be inaugurated on Thursday 24th April, with a ribbon-cutting ceremony scheduled for 6.30 p.m. at the Treviglio FIERA exhibition centre which will welcome visitors until Sunday 28th April. On that date, the SAME Museum and the SDF Historical Archive will also be open with special opening hours, with free admission from 9 a.m. to 1 p.m. and from 2 p.m. to 6 p.m. On Sunday 28 April, at 9.30 am, there will also be a guided tour of the AgriMuseo Orizzontale, an open air museum in which the exhibits are the roads, irrigation ditches, fields and farmhouses - the places leading from the historic city centre to the open countryside in a journey that rediscovers the rural landscape and history of Treviglio. New panels and new fun facts with multimedia content will appear along the route made easier by the redesign work promoted and implemented by the Department of Culture.

Iron Mais in concert on Saturday 27 April

On Saturday 27 April at 5 p.m., a big concert in Piazza Garibaldi with Iron Mais! Iron Mais is the most famous cow-punk band on the Italian music scene and rose to fame when it took part in X-Factor in 2015. The project was based on the idea of reproducing, in a style that combines country and western and folk music, some of the greatest hits from the history of rock in all its eras and nuances as well as proposing characteristic, incisive unreleased tracks. The event is part of the activities organised by the Municipality of Treviglio to coincide with the Agricultural Show with the aim of involving the entire city and promoting the city centre's commercial activities.