

**Cracco and Autogrill partners in
the new Cracco Coffee Design at the Triennale di Milano**
opening April 2008

*In April 2008, the cafeteria in the Triennale di Milano will have a new design and cuisine, under the name of **Cracco Coffee Design***

Milan, 12th February 2008 – Following a public tender organized by Triennale di Milano, Autogrill has won a contract to operate the Triennale's Coffee Design and open-air Cafeteria concession, thanks to an offer devised by chef Carlo Cracco.

For the quality f&b market, Carlo Cracco is one of the most esteemed chefs on today's international creative scenario, as endorsed by "New Italian Design" (a Triennale di Milano exhibition, January - April 2007), which judged him one of the leading exponents in Italian Food Design.

Autogrill Group already operates in over 50 prestige cultural sites worldwide, from Madrid (Prado and Palacio Real) to Paris (Versailles and Carrousel du Louvre) and from New York (Empire State Building) to Italy (Cà Foscari University in Venice and Luiss University in Rome).

This new Coffee Design offering will make a visit to the Triennale di Milano even more enjoyable and stimulating, in line with the policy the Triennale adopted in 2002 to upgrade its services and attract more exhibition goers and visitors from the general public.

This is why the Triennale called in Michele De Lucchi, the architect who renovated the public service areas on the ground floor (including the bookshop and Coffee Design), to redesign the cafeteria area and introduce a number of innovations to this already highly appreciated facility.

The big difference will be the new open-plan kitchen where customers will see their food cooked under their very eyes, through a big observation window.

The exhibition info counter will no longer be at the entrance to Coffee Design. Information on Triennale Design Museum theme exhibitions will now be provided by a new arrangement of counters forming islands, of which the central one, surrounded by stools, will be an American bar where a chef will prepare cold dishes, baguettes, salads, cocktails and aperitifs.

The Coffee Design's much admired round tables and chairs (the latter donated by various Italian producers) will now be joined by tables and benches in bays, a big central table with stools circling the new American bar and a wooden conversation bench. Seating capacity will thus rise from 80 to around 130.

"The Triennale di Milano no longer considers the Coffee Design and Bookstore as additional services," said Davide Rampello, chairman of the Triennale di Milano, "but as claims to excellence in their own right, a genuine cultural experience in keeping with our exhibitions and thus an integral part of our policy, which is to offer the best across the entire cultural spectrum".

The decision to work with Carlo Cracco in an international culture facility like the Triennale di Milano,” said Gianmario Tondato Da Ruos, Ceo at Autogrill Group, “is part of a strategy to diversify our offering and services, which are always tailored to the needs of our clients and their locations”.

Carlo Cracco will be in full control of the culinary offering, as seen in the name change to Cracco Coffee Design. “This is an operation we’re undertaking not only for the Triennale, but above all for the city of Milan,” explained the chef, “so it can at last match the quality of the world’s top museums, such as the Centre Pompidou, the Guggenheim, the Moma and the ExpoCentre. I feel it is our duty to the city and the Triennale di Milano to provide cuisine to the highest international standards”.

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