



# Overheard Cams



*Alfa Romeo Association*  
NORTHERN CALIFORNIA

July 2018  
Volume 58, Number 7

# Under the hood

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*Museo Fratelli Cozzi  
Reprint*

The Alfa Romeo Association (ARA) is dedicated to the ownership, maintenance, preservation, operation and enjoyment of the wonderful vehicles produced by Alfa Romeo. The ARA is based in the Greater San Francisco Bay Area of California, but welcomes members from anywhere in the world.

On the Cover  
*Sean's loaner Giulia Ti Lusso Q4*  
Photo by Ingo Schmoldt

On the Back Cover  
*Museo Fratelli Cozzi's "il gobbone"*  
Photo by Bob Goldberg

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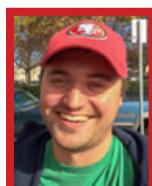
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Museo Fratelli Cozzi

# Museo Fratelli Cozzi

Bob Goldberg

Although all *alfisti* know that the Alfa Romeo factory museum is in Arese on the outskirts of Milan, most will be surprised to learn that there is a second Alfa Romeo museum just a bit further outside of Milan. *Museo Fratelli Cozzi* opened in October 2015 and its story is quite interesting.

In the years following the end of World War II, Pietro Cozzi, pictured on the right, was fascinated by the increasing demand for consumer goods in Italy, especially cars. He loved Alfa Romeos and in 1955, when he was nineteen years old, he opened an Alfa Romeo dealership in Legnano, Fratelli Cozzi, with his brothers. Pietro's interest went beyond cars and included how they were marketed and advertised—he was fascinated by what these cars represented and the passion they evoked. Recall that before WW II cars in Europe were not mass market consumer items. His passion for Alfa Romeo resulted in a decision to collect artifacts related to the marque, primarily cars and their documentation.

Pietro's collection is composed entirely of what he considers special and significant Alfa Romeos. One of each such model. All cars in the collection are operational. Most were purchased used. Being a dealer allowed Pietro to request the right of first refusal from new car purchasers.





When someone bought a new car from his dealership, Pietro would ask the buyer to call him first after deciding to sell their car.

Pietro's collection had been private since inception, but earlier this decade, as his 80th and the dealership's 60th birthdays were both approaching in 2015, he finally acceded to the family's suggestion to build a museum for his collection so that it could be shared with the public. The internationally renowned *Buratti Architetti* design

studio was retained to create plans for an elegant museum adjacent to the dealership.

The museum opened in October 2015 and is attached to, but separate from the dealership. You get to the museum by passing through the Fratelli Cozzi dealership, and walking down a set of stairs. In addition to the physical separation the design studio developed a color scheme to reinforce this separation: white for the dealership, red for Alfa Romeo, and black for the



museum. Elisabetta Cozzi, Pietro's daughter and the museum's director, believes that the success of the museum is due to both its content *and* its design.

On entry to the large, single room gallery you see three rows of cars: coupes on the left, convertibles center, and berlinas right. There are fifty-five cars on display and eight more in storage. Pietro acquired his first car, a Giulietta TI Super, in 1965. His most recent acquisition was a 6C 2500 Sport



Freccia Oro, nicknamed “*il gobbone*” (the hunchback). The collection includes:

- 1950 2500 Super Sport cabriolet
- the only gray 1964 Giulia 1600 TI Super Quadrifoglio (there was also a single red one, the rest were white)
- 1992 155 Q4 that set the 1992 world speed record of 300 km/h at Bonneville and needed a parachute to assist in braking
- 1970 GT Junior 1300 replica GTA
- 1971 Montreal
- 1983 GTV6
- 1951 AR51 Matta

Note the two right-hand drive 2500's. One would assume that these cars had been exported to the United Kingdom, or one of the other countries where right hand drive (RHD) is used to drive on the left side of the road. Well, no. Those RHD cars were sold in Italy! Elisabetta explained that early Italian roads were narrow and lacked painted dividing lines, a situation that extended some years following the end of WW II. A RHD car enabled its driver to align its right side with the right edge of the road and avoid the danger of going off the side of the road. As cars became more numerous, leading to more being driven on roads, the



switch was made to LHD to improve a driver's ability to avoid a collision with oncoming traffic.

On the side opposite from the entry is the museum's archive. Pietro kept marketing documents, including dealer specific ones such as sales comparison guides describing how a specific Alfa model compared to its competition. There are also books, drawings, posters, press photos, films, wine, models, and even an Alfa Romeo microfiche reader (likely for *ricambi* catalogs). An archivist has been retained to catalog and preserve these artifacts, a substantial undertaking.



Elisabetta mentioned that the technical posters originally hanging in shops, and today in alfistis' garages, were companions to the maintenance guides of the time and provided a second way to check parts during maintenance activities.

Thank you Pietro for your vision and dedication in following it. Thanks also to Elisabetta who provided me with a private tour. (Elisabetta appears in the photo above with her favorite car in the collection.)

Alfisti going to Milan should plan a visit.



#### IF YOU GO

Admission to the museum is free, but be aware that it is typically open only one day a month. You can make a reservation at the museum's website [www.museofratellicoacci.it](http://www.museofratellicoacci.it), which links to an external site, eventbrite, that handles ticketing.

Driving to the museum is easy per instructions on the website. [*Do you really want to drive a car in Milan proper?*]

The museum is also accessible by Milan's suburban train network and Trenitalia;

the Legnano station is only two kilometers from the dealership/museum. I took a taxi that cost seven euros. [*The two km looks walkable to me, but there are stretches without sidewalks.*]

*All photos by Bob Goldberg, except for the one of Pietro Cozzi provided by Elisabetta Cozzi.*





