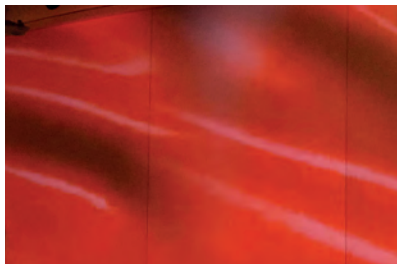




RED e YELLOW CAMPUS



The Ferrari museums meet with schools

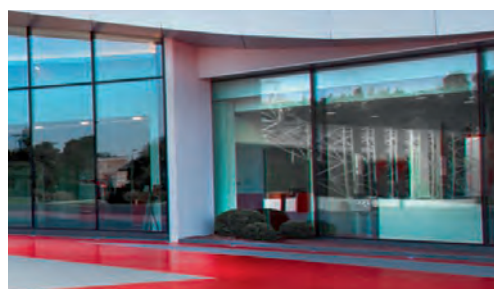


Ferrari shares its story through two museums that complement each other: The Ferrari Museum in Maranello, where guests can experience the dream of the most prestigious brand in the world. And the futuristic museum in Modena, which is dedicated to the founder and to Ferrari Engines (MEF). In both museums, Ferrari organizes workshops, named "Red Campus" and "Yellow Campus", for students of all levels, closely linked to the company's different sectors. The educational programmes offered are a concrete, structured and effective support to school curricula, whilst providing an exciting experience for young people, with modules for a range of ages and different fields of study. These activities, organized following the highest safety standards, are also accompanied by interactive educational workshops held remotely, that can be carried out independently or with the active support of our tutors.

The two Ferrari Museums The entire Ferrari world from Maranello to Modena

The Ferrari Museum is a window on what Ferrari is today, with its roots in the past and its eyes on the future, while the MEF in Modena narrates the magical history of Enzo Ferrari's 90 years. The two museums are just 20 km one from the other, the first is located in the heart of the Ferrari

centre of worship, the Fiorano Racetrack and manufacturing facilities with the historic gateway in via Abetone, the second museum is in Modena and was built around Enzo Ferrari's house, where he was born in 1898, and his father's workshop.



Themed exhibits

"Live the dream" is the motto that greets visitors at Maranello, promising a unique, engaging experience. In addition to a permanent exhibit focusing on Formula 1 and on World Champions, several other rooms offer themed exhibits of great interest.

It is one of the great iconic names in motorsport with the power to unite an entire country and a million tifosi from all over the world behind it: the Scuderia Ferrari, the most successful team in the history of Formula 1, has turned 90 in 2019. An anniversary that the Ferrari Museum in Maranello has decided to mark with a major celebratory exhibition: 90 Years - Scuderia Ferrari, the complete history.

The Maranello Museum is also staging the glorious "Supercars" exhibition dedicated to all the Ferraris that hailed landmark advances in the marque's technological evolution.



MUSEO FERRARI
MARANELLO



Enzo Ferrari was one of the great innovators who helped mould the 20th century and changed the way we live. He was a genius who clothed racing cars in grand touring bodies. In 2004, Jan Kaplicky's London-based studio Future Systems won the international competition to design the Museum. It would comprise two separate spaces: the 19th century building where Ferrari was born on February 18th 1898 and a new building adjacent to the historic one, dubbed the "Open Hand". Built to Kaplicky's designs, the resulting complex is sensitive to its historic context and incorporates the latest energy-saving technologies, such as geothermal energy. It also creates a visual dialogue with the aesthetic language of racing cars.

Its stunningly sculptural Giallo Modena aluminium roof has 10 apertures in a powerful reference to the air intakes on an engine cover, celebrating the aesthetic value of Modenese car design. The two-storey Casa Natale - the house where Ferrari was born - and the space adjacent to the workshop were built by Enzo's father, Alfredo Ferrari. A conservative restoration allowed the spaces to be used very efficiently while also recreating their old-fashioned atmosphere. This in turn makes them hugely attractive and charming.



**MUSEO
ENZO FERRARI
MODENA**



RED CAMPUS

Maranello

Red Campus is an area for research, discovery and innovation reserved to the youngest visitors at the Ferrari Museum in Maranello.

Youngsters will discover that the thrill of a car and a Ferrari engine requires a whole host of attributes, from research skills, scientific thinking and technological innovation, to creativity and the ability to learn from mistakes, along with precision workmanship, constant improvement of performance, the pursuit of excellence, teamwork, and the pride of belonging to a group whilst simultaneously being part of the global community.



Innovation Formula

Research, innovation and the transfer of technology are the common thread to Ferrari history, with its triumphs both on the road with customers across the globe, and in racing. Students can learn about this world by selecting one of four different themes:

1. Engines and performance - basic module
2. Engines and performance - advanced module (the only activity in the Red Campus program held at the MEF in Modena in order to use the Museo dei Motori as a laboratory)
3. Dynamics and aerodynamics in very high performance vehicles
4. Style, design and emotions in movement



Team Formula

Communication, organisation and teamwork

Both at school and at work, collaboration and the constant effort to improve through the efficient management of communication and of mistakes are the keys to achieving objectives for the individual and for the team.



Marketing Formula

Everyone sells cars, Ferrari sells a dream

Why is the notoriety and value of the Ferrari brand and the Prancing Horse without equal on the global scale? Knowing what one wants, being consistent, never changing the product and communications strategy, from Enzo Ferrari to the present: these are some of the fixed points that have helped the Ferrari brand achieve a unique and incomparable standing.



Formula 360

Diving into the past

Among the Red Campus programs, this is the educational 'formula' designed for lower level secondary schools both in terms of language and in the approach to the content.

The module recreates key moments in the Company's history spanning the range of themes featured in the other 'formulas': engines, style and performance, teamwork and the Brand.



*Our new web-based **Digital Campus** workshops are now available! For further details please contact us at campusmuseo@ferrari.com*



YELLOW CAMPUS

Maranello

The 'Yellow Campus' program at Modena extends the Maranello offering with a series of educational courses that take inspiration from the special characteristics of the museum, its exhibitions and its unique and innovative architectural structure.



Compared to the Red Campus at Maranello, the educational program in Modena builds on the extraordinary charisma of Enzo Ferrari, on his human and professional character, and his passion and determination to face challenges. The history and origins of the Prancing Horse are also detailed, along with the communicative power of the brand inspired by that history. Design and engines are explored in a compelling, intuitive way, stimulating the imagination and creativity of young people.



“Come... I'll tell you a story”

The most famous horse in the world

Starting from Enzo Ferrari's encounter with the Prancing Horse, the Ferrari journey covers significant episodes and events in both races and the workshop, as visitors discover: the origins of the Brand and the significance of the symbol, the meaning behind the colours, the thrilling “roar” of the engines, the appeal of the driver and the skill of the manufacturer. The route ends with a creative and expressive laboratory experience that aims to capture the communicative strength of the symbolic elements. This activity is exclusively for elementary schools.



Enzo Ferrari: the dream, the courage and the passion

The story of a man whose dream was to “be himself”

Starting with the story of an extraordinary individual, with side notes that speak to the expressive needs of teenagers, this creative and contemplative journey looks at topics that are near and dear to adolescents: the importance of having a dream and of being enthusiastic, knowing oneself and developing an identity, recognising one's own talent, sharing hopes and fears, and the importance of having a project and knowing how to seize opportunities. The exhibition space and the films in the museum are useful props for the activity. A diversified activity for all schools and every level.



Science and nature

Discovering the relationship between form and function in art and engineering

Starting with Enzo Ferrari's automotive creations, in the unique architectural setting that is the MEF, visitors explore the relationship between an object's form and its function. An object's shape doesn't merely serve an aesthetic purpose, it has a real function, and that concept remains true in architecture, in design and in mechanics. Visiting the facilities and exhibits with the tutor contributes to bringing these ideas to life. A diversified activity for all schools and every level.



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