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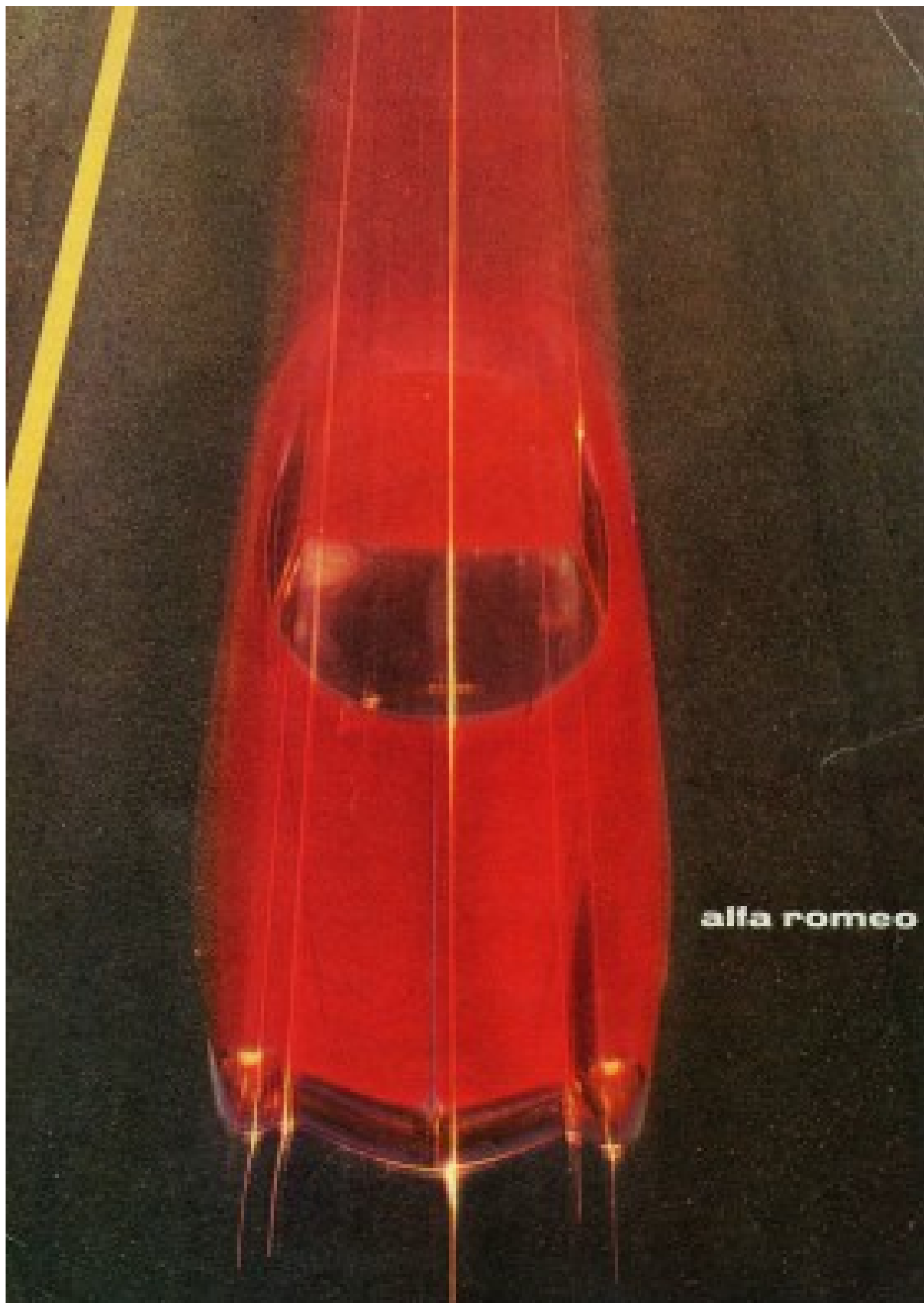
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" If you're even vaguely interested in car culture, you must have realised by now that Alfa Romeo has recently celebrated its Centenary. There's already been an acreage of coverage of stuff about the great marque, whose fortunes of late have "

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Alfa Museum Fratelli Cozzi

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A shrine to Alfa Romeo

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WRITTEN BY Luca Berera

Many of you will have heard of the Alfa Romeo Museum in Arese, close to Milan, dedicated to the history of the Italian brand.

But a less well-known shrine to Alfa is only six miles away: a private collection, with viewing by reservation and with an internal structure concept reminiscent of a cathedral, for those like me whose passion for automotive is almost a religion.



(<https://www.influx.co.uk/wp-content/uploads/2018/11/Alpha-Collection-Photos8.jpg>).

The Fratelli Cozzi Museum, which takes its name from the Alfa Romeo dealership opened in 1955 by Pietro Cozzi, houses the collection of the founder who decided to buy a model of each Alfa produced in its sportiest or other special version. The museum opened in 2015 and today contains more than 50 cars, two of which are unique in the world.

Everything starts from the architecture. The entrance is the one of the dealer showroom, although there is a cube inside which you enter dazzled by a red light, the color of passion. As you go down the stairs in a sort of temporal leap to the basement where suddenly everything is dark, and with black as the predominant colour, even with the lights on.



MUSEO
FRATELLI
COZZI

(<https://www.influx.co.uk/wp-content/uploads/2018/11/Alpha-Collection-Photos30.jpg>).

It really gives the impression of being on the altar of a church or crypt with a long colonnade, in whose recesses are parked Alfa Romeo works of art.^[1] On the altar of course there can only be the most valuable piece: an Alfa Romeo 6C 2500 Freccia Oro, called “Gobbone”, with a 2500 Sport 105hp Cabriolet bodied Bertone in front of it.

In the aisles from the right side we find the Alfa Romeo sedans that have made history, including a unique piece: a beautiful grey colored Giulia TI Super Quadrifoglio Verde, set up for racing. This is the only existing example in grey, as the remaining ones from only 50 worldwide, are all white and one red.



(<https://www.influx.co.uk/wp-content/uploads/2018/11/Alpha-Collection-Photos16.jpg>)

However, the collection does not mean only beauty and you can also see an example of what's regarded by many as the ugliest Alfa ever (can an Alfa be ugly?), the Nissan-derived Arna (the answer is yes).^{[1]_{SEP}} Up to the most recent decades with the exclusive model of the 155 GTA that holds the speed record at Bonneville salt flats, with a parachute at the rear to brake from more than 186mph.



(<https://www.influx.co.uk/wp-content/uploads/2018/11/Alpha-Collection-Photos20.jpg>).

Going back from the opposite aisle we find the coupes that made the story of the “biscione”, including a beautiful copy of a Montreal, my favourite, while in the middle there are some real jewels like the 4C, parked next to its opposite model, the Alfa Romeo Matta (which means crazy in English) produced for the Army. And finally the unforgettable “cuttlefish bone”, the Alfa Romeo Duetto Spyder became famous in the film *The Graduate*.



(<https://www.influx.co.uk/wp-content/uploads/2018/11/Alpha-Collection-Photos18.jpg>).

Finally, in an alcove there is even the reproduction of an office, with the original computers of the past, catalogues, drawings and technical documentation of 70 years of Alfa and dealers history.

“Every season I saw changes in the rules, the technologies, the paths, but one thing has always remained the same, the ability of men to make every challenge a page of history” said Pietro Cozzi, the founder of the Museum.



(<https://www.influx.co.uk/wp-content/uploads/2018/11/Alpha-Collection-Photos22.jpg>).

The Fratelli Cozzi Museum is directed by a brilliant woman, daughter of the founder, Elisabetta Cozzi, who has been able to make this sacred place, seem far more magical than just a museum, where the passion and the culture of automotive history is taken in with every breath.



(<https://www.influx.co.uk/wp-content/uploads/2018/11/Alpha-Collection-Photos26.jpg>).

Of course, talking about all the cars is impossible, so I invite you to visit this special bond between the worlds of cars and architecture.

But not all of them are always on display, as often they will be out being driven to ensure the mechanical parts are exercised.



(<https://www.influx.co.uk/wp-content/uploads/2018/11/Alpha-Collection-Photos10.jpg>).



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" "People just like 500s. We drove down to Italy for the 500's anniversary _ everyone was smiling and waving" What is it that makes Italian cars so special? Liz Seabrook asked the question at the Italian Car Picnic at Honnington Gardens. ["

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" Alfa's 155 V6 TI is a racing car that Alfa Corse raced in European touring car racing from from 1993 to 1996. As you can see it's like the street-going 155 but just phatter, lower and generally more evil-looking. The 155 has always been a "

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The art of Alfa Romeo (<https://www.influx.co.uk/blog/the-art-of-alfa-romeo/>).

" image: Amelie Lengrand Of all the many and various creative car brands, Alfa Romeo is one of the most appealing to true automotive aesthetes. The in-house art departments of the company itself has commissioned many lovely bits of graphic art, "

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" It's been a while since we posted pics of an interesting concept from the past. But Alfa's Scighera is a fine example of a piece of imagineering from the 1990a that is up there with some of the most outrageous "

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Beaulieu Motor Museum and Me

[\(https://www.influx.co.uk/features/beaulieu-jhw/\)](https://www.influx.co.uk/features/beaulieu-jhw/).

"Back in the 1990s, I was quite small and absolutely, totally obsessed with cars. My family and I went away on a summer holiday one year to the New Forest, a beautiful part of the UK, and we set up "

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Alfa Romeo Stelvio: A Mountain to Climb?

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"8C, Disco Volante, the BAT cars, Giulia, GTA, Spider, 33 Stradale, Alfasud, and Arna (OK, perhaps not the last one). Thumb though Alfa Romeo's rich and colourful catalogue of past models and you'll find cars of automotive legend. Beautiful "

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Has the world forgotten about 1990s coupés?
(<https://www.influx.co.uk/cars/1990s-coupes/>).

"It was the 1990s. Curtains haircuts were in, the New Romantics were out, and The Simpsons were on everyone's TV. And if you were any sort of follower of fashion, you had a coupé on your driveway. This was "

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Fastec (<https://www.influx.co.uk/bikes/fastec/>).

"Fastec Racing, based in Newmarket, is an engineering company which manufactures custom parts for everyone from race teams to Joe public. To promote their work (and because they live and breathe bikes) they have built a string of show bikes. "

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"On Thursday 22nd November Influx went Underground. We didn't go alone, of course. We were joined by a flood of Influx types, from car designers and journalists, to design students, insurance personnel and – of course – passionate motoring enthusiasts, we "

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The New Alfa Romeo Stelvio Quadrifoglio

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"There is nothing quite like motoring under vast skies with the autonomy to select your next destination. It's an excellent tonic for taking a breather from the stresses of everyday life while broadening the mind. You don't need "

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