

# P r e s s R e l e a s e

## **Pasta on a grand scale: Reopening of the 1<sup>st</sup> German pasta museum**

Berlin, November 10, 2008: pasta on a grand scale awaits visitors at the first German pasta museum in Riesa, which reopened on November 5, 2008. The 210 square meters large permanent exhibition of the Riesa Pasta company was completely redesigned, newly-conceptualized and rearranged by Triad Berlin.

In the year 2003, the museum was initially opened to a public audience in the former administrative building of the companies' historic production facility. As an ingredient of the pasta-center, a total of 300.000 visitors have so far seized the opportunity to tour the transparent production facilities and the bordering museum. After the modernization and refurbishment of the exhibition by Triad Berlin, the visitors are now welcomed to a newly designed foyer area, enhanced by the history of the global player – the image brand inside the logo of the pasta packaging – and presented in the style of a historic paper-theater.

The focus on the company history is installed as a mirror of the German contemporary history. The visitor follows a chronological presentation of historic pasta packaging which is continued as a theme throughout the exhibition rooms. Further artifacts bear witness to the history of the company and were concentrated in multiple unit display-cabinet ensembles to encompass three major themes: "pasta on the run", "pasta according to schedule" and "pasta big style". The parcours ends at the show-kitchen with an invitation to the mini-chefs-initiative, which demonstrates how children can easily be introduced to the regional cuisine and healthy food in general.

The reopening of the museum is only the first chapter of a major restructuring and expansion scheme, which will find its continuation in a brand adventure world.

As one of Germany's leading communications and design agencies, **Triad** Berlin develops emotionally intelligent spatial communications. Since 1994, Triad's interdisciplinary team has been creating prize-winning exhibitions, showrooms, brand spaces, trade fair presentations, and events. Awards include the iF communication design award (2007), red dot award (2006), and Art Directors Club (2003).

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