

Inside the Lavazza Museum: an exclusive coffee experience in Turin

Turin · Piedmont

- Duration: 2 h
- Up to 8 people per booking
- Food and flavours
- Free cancellation up to 72 hours before

Entering the Lavazza Museum with a dedicated guide means experiencing Turin through one of the rituals that best tells its character: coffee. Not a simple visit, but a private journey designed for those who wish to discover up close the history, vision, and aesthetics of one of the most iconic Italian brands in the world.

The experience begins by moving through immersive environments where images, installations, and technology transform the story of coffee into something sensory and contemporary. Accompanied by a guide exclusively dedicated to your group, you will discover the heart of Lavazza culture among design, innovation, creativity, and collective memory.

The journey concludes with a guided Coffee Experience, a slower and more intimate moment where tasting and storytelling meet, allowing you to observe coffee with a new attention to details, aromas, and the gestures that make it a profoundly Italian daily ritual.

Designed for small groups, couples, and contemporary culture enthusiasts, this experience offers a more private, curated, and personal access to one of Turin's iconic places.





