

# ACADEMIA BARILLA

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An event in Academia Barilla  
is always an unforgettable experience  
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At Academia Barilla gastronomy becomes a metaphor for the business world.

A communicative, creative and multi-purpose space to unite, motivate and entertain.

All events can be personalized in order to create new paths that will consent to focalize the activities on the key message the single company wants to present.

In Academia Barilla you will become the protagonist of a 360° gastronomic experience!

## GASTRONOMIC TEAM BUILDING



**350 EVENTS FOR A TOTAL OF  
7.000 GUESTS EACH YEAR**

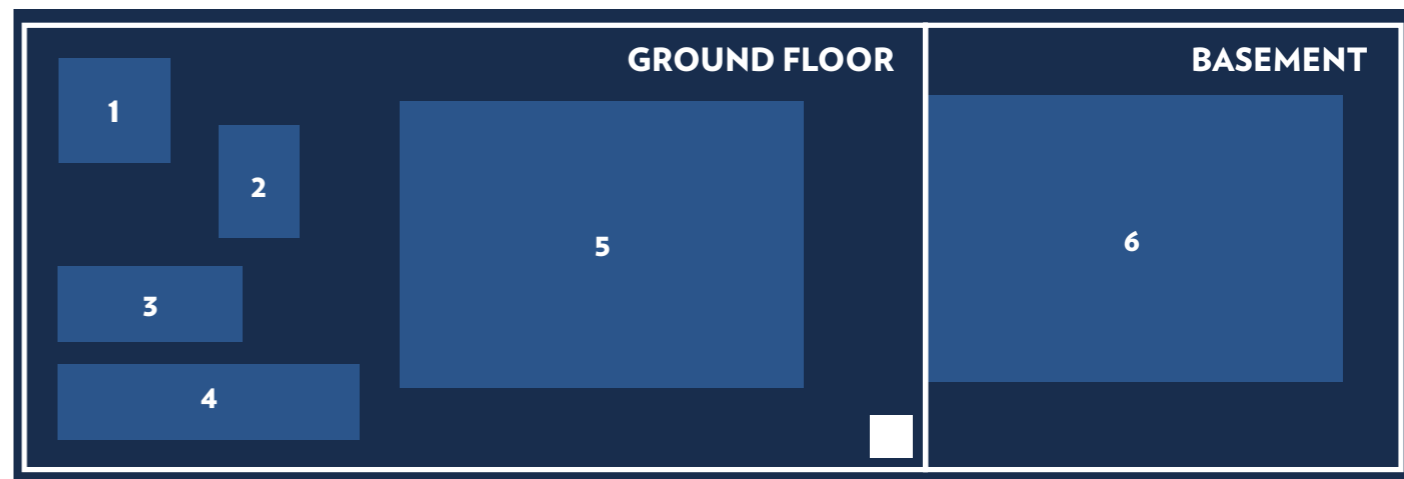


Companies that have chosen us  
for their events:



And many more...

## THE BUILDING



Academia Barilla with its innovative multi-purpose center is the ideal venue for press conferences, Training meetings with sales force / customers and business dinners.

Some of the major Italian and international companies have already chosen Academia Barilla as a partner for their events.

- 1 - Bakery
- 2 - Demonstrative Laboratory 1
- 3 - Demonstrative Laboratory 2
- 4 - Training room
- 5 - Auditorium
- 6 - Gastronomic Library

 Entrance





## AUDITORIUM



Perfect for seminars, presentations, conventions, press conferences, culinary demonstrations, theoretical and practical lessons.  
Two projection screens, sound system, simultaneous translation, theatrical lighting, control room for audio and video. Artisanal kitchen.  
**Capacity 95 people.**

## AULA DIMOSTRATIVA 1



Full set kitchen for catering.  
A professional kitchen which supports all events.  
Suitable for practical cooking classes for 2/4 people.

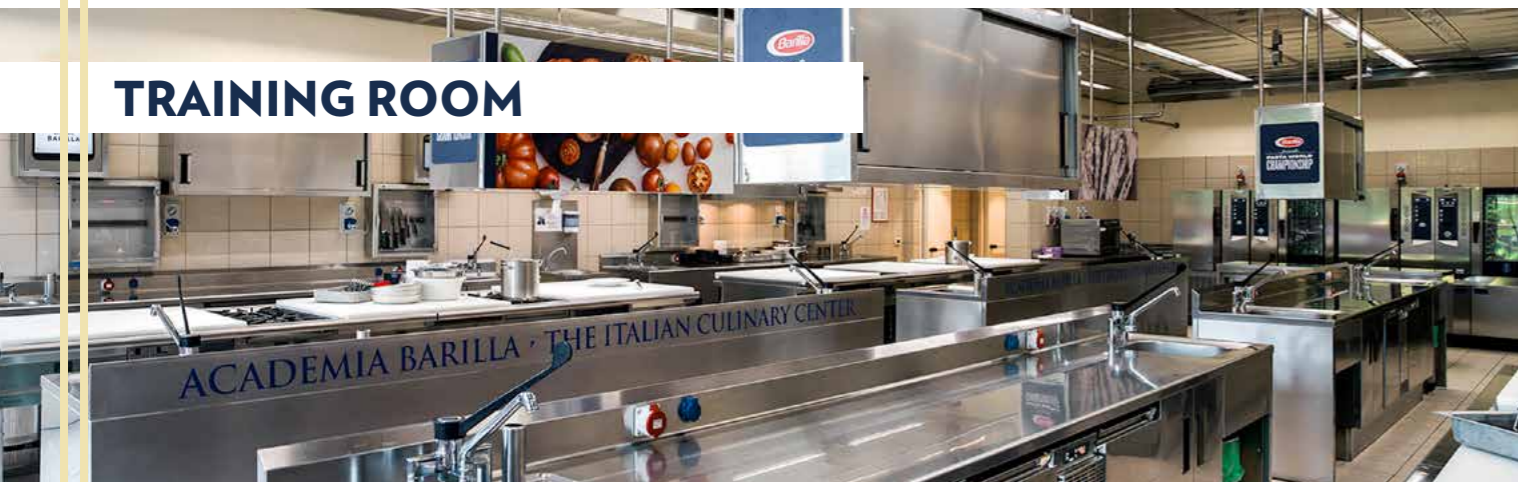
## AULA DIMOSTRATIVA 2



Full set kitchen for catering, with multifunctional professional ovens, chill blaster and extractor ceiling.  
Audio and video system for demonstrative cooking classes.  
**Capacity 20 people.**



## TRAINING ROOM



16 complete professional kitchens.

Audio and video system, 8 wall screens, interconnecting audio / video with other rooms.

Capacity for practical activity up to 70 people.

Possibility of standing buffet up to 95 people

## GASTRONOMIC LIBRARY



Available to the public and online.

More than 14,000 volumes dating from the XVI century to the present day and 5,000 historical menus, constantly updated.

Meeting room equipped with multimedia systems.

**Capacity: 25 people.**

Cocktails, lunches and dinners find a unique and exclusive atmosphere in the Gastronomic Library.

**Capacity: 70 people.**





IN THE ITALIAN FOOD VALLEY

NELLA FOOD VALLEY ITALIANA



**Academia Barilla is set in the Barilla centre, a short walk from the historical part of town.**

Academia Barilla is the first stop of the historical Magnificent Mile, an itinerary for the true lovers of food and art, an opportunity to enjoy comfortably Parma, a city with rich history, gastronomy and culture.

Located along the Via Emilia - the ancient Roman road that runs through the city - it's just a few steps away from the main monuments of Parma, boutiques and fine restaurants. A food culture so deeply rooted has left an indelible mark in art and culture of the area.

IL MIGLIO MAGNIFICO





## WHY CHOOSE ACADEMIA BARILLA



- A network of **professionals** including chefs, teachers, product experts at your service during your events.
- A **2.700mq** of multipurpose facility to involve up to 95 people in practical kitchen activity.
- **Multimedia support.**
- Gastronomic library with over **14.000 volumes** and **5.000 historic menu**
- Exclusive location in the center of Parma.



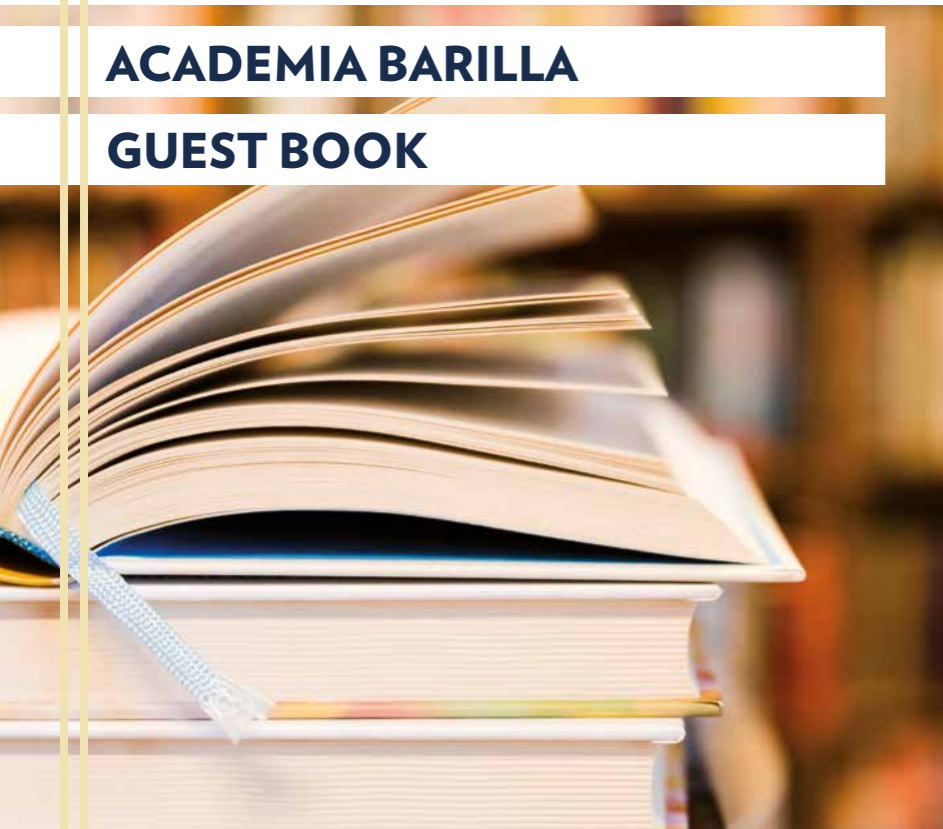
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[www.academiabarilla.it](http://www.academiabarilla.it)



## ACADEMIA BARILLA

### GUEST BOOK



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*"Thank you so much. This has been the highlight of my week in Italy. Would love to bring students back here to learn from you."*

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*"Your love for food is evident in everything you do! Congratulations on a first class facility..."*

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*"This was absolutely wonderful! Everything was fantastic. Thank you so much...I'm sure we will be back!! Grazie"*

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*"Thank you for the opportunity given to me to learn and treasure the Italian Gastronomy. Thank you for your warm welcome. I will keep you in my memory forever"*

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*"Thank you and together we will continue to promote Italian cuisine all around the world."*

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*"All the staff in Academia Barilla, I want to thank you for your unique offer to attend a few days of your spectacular gastronomic world, and learn your secret.*

*This memory will be imprinted in my memory as long as the knowledge gained in Academia Barilla. Grazie molto from Greece."*

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*"This experience was one of the most educational, fulfilled experiences that we have attended. We learned a great deal more and built on things that we new. The refinement was beyond what we expected. The staff and the master chef were very helpful, professional, knowledgeable, and most pleasant. We will recommend the school experience to all of our friends. Good luck in the future!"*



