



**Moka Express at New York's MOMA:
an icon of Italian design is included among the masterpieces of modern art**

Milan, 10 September 2008 - 75 years after its invention and with millions of pieces sold throughout the world in order to diffuse the Italian art of coffee making, the unmistakable **Moka Express Bialetti** has received a prestigious recognition that is particularly appreciated: **it has officially been included in the Museum Of Modern Art's (MOMA) permanent collection in New York.**

The ingenious coffee maker, which was created in **1933** by **Alfonso Bialetti**, earned its spot in Italian design's hall of fame as an example of the synthesis among technological innovation, design elegance and pure function applied to everyday objects.

And it is also because of these same special features that throughout its 75 year lifespan, the **Moka Express** has been the guest of honour at important shows and exhibitions in Italy and abroad, from the **Triennale** at **Milan's Palazzo Reale**, to **Palazzo Pitti** in **Florence** to London's **Grand Hall Olympia** as well as some of the most exclusive art galleries in **London, Montreal, Shanghai** and **New York**.

Its official inclusion in the MOMA collection is yet another milestone for **Moka Bialetti**, a masterpiece that was also included in the 1996 edition of The **Guinness Book of World Records** for its working 100 cup model, the only one of its kind in existence. **Moka Express Bialetti** has once again been confirmed as Italy's favourite coffee maker, original and simply perfect.

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