www.monferratontour.it

# Museo dei Campionissimi

**Category:** Museum
**business description:** The Cycling Museum of Novi Ligure is a tribute to the history of cycling and the bicycle. A museum with more than 3,000 square meters to relive the myths of a sport together with the protagonists of the past and the present. The museum is housed in an abandoned industrial facility, skillfully renovated to allow a smooth, fulfilling and customisable visit. A long central track divides the space symmetrically into two parts. The track visually narrates the history of the bicycle through the display of important pieces, from the draisine right up to the latest titanium prototypes. The flooring changes, together with the technology, progressively evolving from unpaved to steel. Laterally to the track, there are a series of display platforms on both sides. Inside, in addition to the tribute to two champions, visitors can admire and deepen their knowledge on the history of bicycle components through reconstructions and interpretations of selected parts. Between the cabinets and the central track, 8 multimedia totems allow the first level of deepening and customization of the visit: through a menu of film clips it is possible to enrich the information regarding the pieces on display or relive important moments of the history of cycling, on road, track, or dirt road, in the sections dedicated to cyclocross and to the mountain bike. Two Maxi-screen rooms, specular and parallel, allow a relaxing and emotional view of vintage film clips, exclusive visual and sound testimonies of spectacular arrivals or epochal duels. The Champion Room is the heart of memory and remembrance, dedicated primarily to Fausto Coppi and Costante Girardengo, with mementos and unpublished testimonies of their glory of champions but also of their day-to-day life. The Virtual Reality Room is focused on interactivity. On the saddle of real computerized bicycles, you will be the protagonists of challenges that are as realistic as they are exciting with your travel companions rather than your idols.

PERMANENT EXHIBITION “Tesori sacri dalla collezione civica”
The exhibition project set up at the Art Rooms of the Museo del Campionissimo has its starting point in the history of the city in the 17th and 18th centuries seen through artistic testimonies. The exhibition presents canvases which are still unknown and rediscovered canvases: in total there are ten works on show to the public, some for the first time. For more information refer to the dedicated link indicated below.

From 28 November to 29 March 2026 it will be possible to visit the "Mostra delle illusioni".

OPENING times:

1 October to 30 April:
Friday 3 p.m. –7 p.m.
Saturday, Sunday and public holidays 10 a.m. – 1 p.m. | 3 p.m. –7 p.m.

1 May to 30 September:
Friday 4 p.m. – 8 p.m.
Saturday, Sunday and public holidays 10 a.m. – 1 p.m. | 3 p.m. –7 p.m.

Closed on Christmas Day (25 December) and New Year's Day (1 January).

We recommend checking for any special openings/closures.

USEFUL INFO ON ACCESSIBILITY
New set up of the Museo dei Campionissimi

Having completed the removal of the physical, cognitive and sensory barriers, the Museo dei Campionissimi changes face by improving accessibility and use of its content. Thanks to the National Reform and Resilience Plan (PNRR) funds, important changes have been made to the layout focusing on the inclusion and active involvement of visitors:
-at reception, blind visitors can learn about the museum space and the museum route by consulting a sensory-tactile map measuring 200 x 100 cm and height of 100 cm;
-development of digital storytelling to create a museum-story; thanks to the new touchscreen totems, to the maxi-screen area and the new immersive room, the users can get to know the stories of important characters interpreted by as many actors: episodes of life, victories, special stories in a modern and empathetic sequence, with subtitles in Italian and English:
-“download areas” equipped with comfortable seats and comfortable mats on which to sit and rest listening from a sound speaker to the stories (podcasts) on the history of the 1900s lived through the evolution of the bicycle; the renewal has also dealt with the graphics and the texts of the museum-story through the use of suitable fonts for those who suffer from learning disorders;
-the Museum has equipped itself with a P.E.B.A. (Plan for the Elimination of Architectural Barriers) to remove cognitive and sensory barriers.

**phone:** +39 (0143) 772.266
**E-mail:** museodeicampionissimi@comune.noviligure.al.it
**Admission fee:** Yes
**Guided visits:** Yes
**Services for the disabled:** Yes
**Catering services:** Yes
**other notes:** Admission: € 7 (full price); € 4 (reduced price). Free admission for holders of the Piemonte-Valle d'Aosta museum pass

**Phone 2:** +39 (0143) 772.230

**other:** by appointment

**educational facilities:** Yes
**Events / Special activities:** Temporary exhibitions; cultural and sporting events

## Periods closing

**From 01/01/2013 to 01/01/2013**

**From 12/25/2012 to 12/25/2012**

## Links

http://www.museodeicampionissimi.it

https://www.museodeicampionissimi.it/mostra-delle-illusioni/?cn-reloaded=1

## Photos