

NEWS & VIDEOS

FIVA Honours Museo Nicolis for 25 Years of Cultural Excellence



Coinciding with the last days of November 2025, the FIVA Culture Commission had the honour of presenting a Special Recognition Award to Museo Nicolis of Villafranca di Verona—an institution that, for over twenty-five years, has transformed a family passion into one of Europe’s most compelling centres of motoring culture.

This recognition celebrates not only the silver jubilee of the museum’s opening in 2000 but also the enduring vision of its founder, Luciano Nicolis, whose legacy continues through the leadership of his daughter, Silvia Nicolis and her dedicated team.

Today, Museo Nicolis stands among the most evocative and comprehensive museums dedicated to the culture of mobility. The thematic collections include more than 200 vintage cars, 114 bicycles, 104 motorcycles, all of which are displayed alongside hundreds of technical objects—from cameras to typewriters and industrial instruments—each displayed with historical clarity that makes even complex mechanical heritage understandable and engaging for visitors of all ages. The museum embodies the idea that technical heritage is not only about machines but also about the stories, creativity, and social change that shaped the

twentieth century. Thanks to active workshops, continuous research, and an impressive digital archive that grows year by year, Museo Nicolis has become a living environment where restoration, knowledge, and narrative come together to inspire curiosity and respect for history.



A defining characteristic of the museum is its commitment to education and to transmitting heritage to younger generations. Through regular multimedia content, collaborations with schools and universities, and free guided tours offered every weekend, the museum ensures that learning is accessible and welcoming to all, whether they be families, students, or even newcomers who may be encountering historic vehicles for the first time.

This dedication reflects FIVA's own mission to broaden the audience for automotive culture and to create awareness and retain the values of preservation, authenticity, and knowledge alive in a rapidly changing world.

Museo Nicolis also plays a dynamic role in the cultural and social life of its territory. Over the years, it has helped shape Villafranca di Verona into a recognised "City of Motors," strengthening local identity and contributing to tourism through innovative collaborations, such as integrated cultural routes and combined ticketing with sites including the Scaliger Castle and Palazzo Bottagisio. This approach shows how a museum can become a driver of community development, connecting public institutions, private partners, and cultural organisations in a shared vision for regional growth.





The commitment to linking heritage with contemporary innovation also emerges through the Premio Museo

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creativity, values, and responsibility. The 2025 edition, the "Roots and Future: Enterprise as Heritage and platform that looks beyond the past to engage with the exemplary curatorship, educational vision, territorial out to celebrate Museo Nicolis on its 25th anniversary.

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