

COKE IT'S ME AT "WORLD of COCA COLA" MUSEUM



Russell Jacobs - General Manager at *World of Coca-Cola* - and Craig Lovin – Creative Director of the *World of Coca-Cola Museum* – have warmly welcomed artist Daniele Basso at the Atlanta-based museum, which now houses his piece celebrating the 100th anniversary of the *Contour Bottle*, COKE IT'S ME.

Since last December, it has in fact become part of the museum's permanent collection and is currently on display in the "Pop Culture Gallery," together with some of the most precious artwork collected by the company over time, including works by *Andy Warhol*, *Norman Rockwell*, *Howard Finster* and *Steve Penley*. The section also features *Coca-Cola* branded furniture, collectibles and memorabilia used in large cinema, TV and theater productions, as well as in the main events of *Coca-Cola* history.

The museum, located in Atlanta - city with the highest economic and demographic growth in the US today - was opened in 2007. Covering approximately 81,000 square meters of surface, it boasts - in 2014 alone - more than 1.2 million visitors from around the world, making it an essential and "must-see" attraction for whoever is in the Atlanta area for business or tourism.



SHOWROOM

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