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Birra Peroni

The Gaze of Others

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Birra Peroni is one of the historical symbols of Italian excellence production: Piedmontese by birth but deeply rooted in the whole national territory since the end of the 19th century, today the brand is known throughout the world, thanks to a consolidated presence on foreign markets.

The history of the company is retraced in these pages from an unusual point of view, entrusted almost exclusively to images: those of Peroni's Historical Archive – dedicated to factories, advertising communication and the consumer community – which are accompanied by the shots of five young photographers from the European Institute of Design, who offered their personal reading of the brand. The result is a composite and varied visual story of how Birra Peroni was and is seen and perceived from the outside and from others, through history and today.

Text in English and Italian.

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