



Giovanni De Lorenzo
Birra Messina Since 1923 - A Century of History

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Birra Messina Since 1923 - A Century of History is an extraordinary book that meticulously recounts the fascinating journey of Birra Messina, a brand deeply rooted in Sicilian tradition and culture. This volume offers an unprecedented reconstruction of one of the most significant economic and social stories of the twentieth century.

Through a rich collection of historical photographs, labels, bottle caps, glasses, posters, signs, banners, and an array of vintage advertising materials, the book vividly illustrates the evolution of Birra Messina over the past hundred years.

Key Highlights

- **A Century of Heritage:** The book traces the brand's history from its foundation in 1923 to its present-day recognition as a symbol of Sicilian excellence.
- **Visual Richness:** A stunning array of archival materials that depict the evolution of branding, advertising, and marketing strategies.
- **Cultural Significance:** Explores the role of Birra Messina in shaping Sicilian identity and its connection to the local economy and traditions.
- **Collector's Edition:** A must-have for beer enthusiasts, historians, and collectors interested in Italian brewing heritage.

Giovanni De Lorenzo, born in Messina, is an architect and professor of Art History.

He has always been passionate about beer collecting.

He is the author of the book "**Dell'Architettura - Percorsi storici dal mondo antico alla contemporanea**" (in collaboration with Fabio Sottili), published by D'ANNA Editrice in 2021 – 288 pages – ISBN 9788857792941.