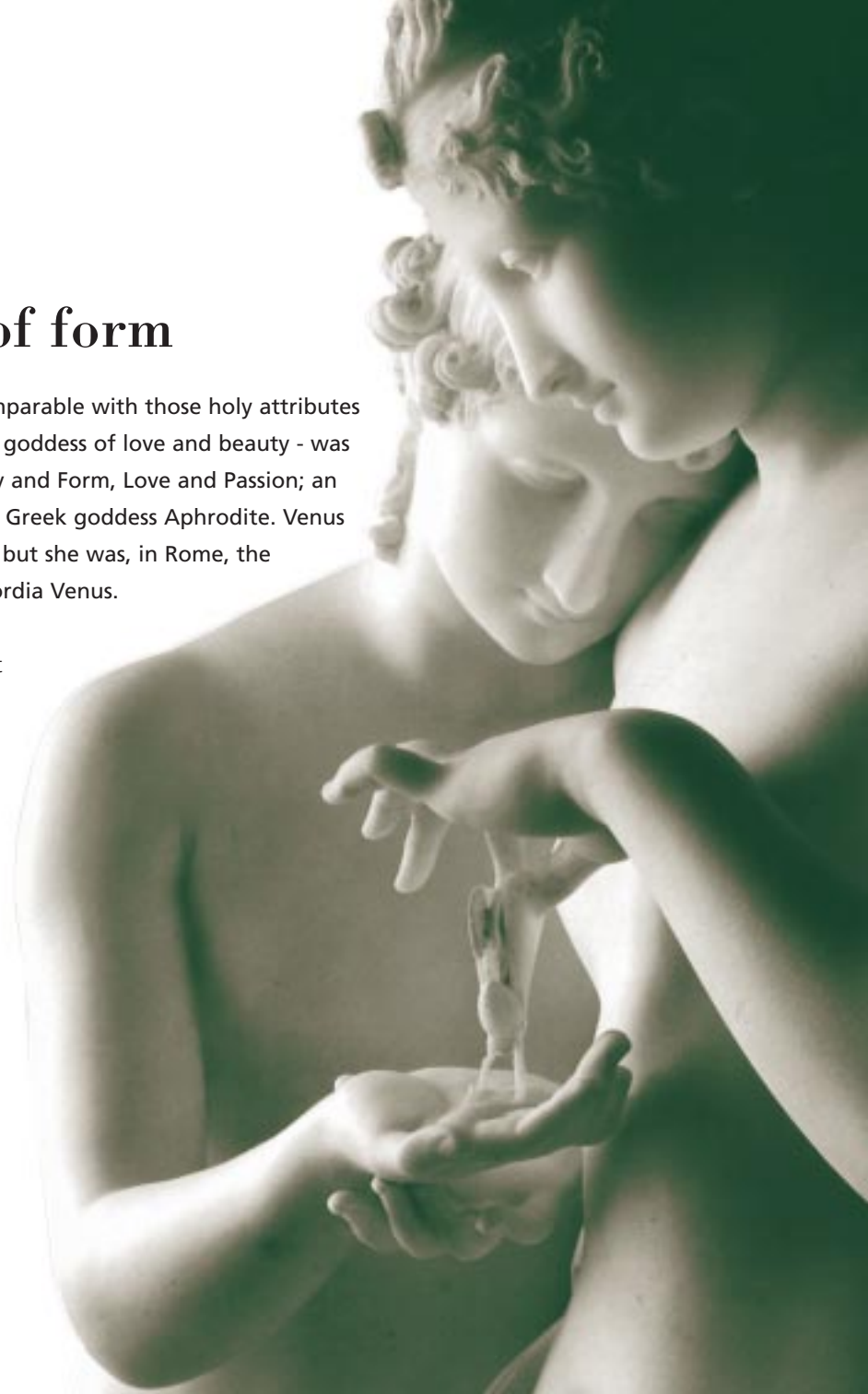


# VENUS FAMILY

## the fascination of form

Brothers and sisters, of course (and many), but no sister comparable with those holy attributes that distinguished Venus in ancient Rome. Venus - the goddess of love and beauty - was unique, matchless, unattainable, intangible: Beauty and Form, Love and Passion; an ensemble of divine elements borrowed from the Greek goddess Aphrodite. Venus was the great vital force of the entire universe but she was, in Rome, the protector of families in the guise of the Vericordia Venus.

Also through the association with this ancient cult derives the origin of the Venus Family created by Victoria Arduino alongside the splendid and imposing Venus: a kind of miniature, yet no less fascinating Venus. Actually, the beauty embraced in such tiny dimensions, inspired by the classic "golden rule", truly enhances the fascination and preciousness of form through avant-garde technology and functionality.





mod. Mignon

# VENUS FAMILY

## centennial origins

Pier Teresio Arduino, the founder of Victoria Arduino, had the idea for a domestic coffee machine following the distribution supply of electricity to cities. This meant that methods other than exclusively kitchen stoves could be used to prepare coffee in any setting: all that was needed was an electrical socket. Moreover, this was also joined by the advantage of making “espresso” coffee at home comparable with bar coffee-making machines.

When buying a semi-professional Victoria Arduino machine in the 1920s - such as “Mignon” or “Family” - there was the utter assurance that these systems met the needs of buyers: they were a kind of robot always ready - at any time of day or night - to meet the needs of their owners to produce plentiful creamy coffee in a peaceful home environment.

“Mignon” and “Family” - the forerunners of the Venus Family - left their mark on the age in keeping pace with its requirements.



Victoria Arduino, with these coffee machines, kept pace with the changing times and new technological and market requirements.

With Venus Family, Victoria Arduino anticipated an increasingly widespread preference among many managers, politicians and professionals: personal preparation of coffee – for themselves and their work guests – through almost secret, essential rites using a machine that combines the effectiveness of its specific task with fascinatingly elegant aspects.





# VENUS FAMILY

## the joy of giving and receiving a furnishing item



As a gift, it confers a precise and positive character to the donor and rewards the recipient especially through high consideration. So, why not make a present of Venus Family to yourself? There are certainly plenty of occasions: the machine will mark an important moment as well as being a highly original part of a refined and elegant environment.

Coffee is utterly delightful when enjoyed at the end of a meal with family or close friends ... it encourages intimacy and well-being when lamplights warm faces and stimulate affection and cordiality. It is by now a traditional rite and meets the expectations and preferences of everyone.

And as regards preferences .... everyone has their own tastes. And what better than making coffee yourself, in accordance with your own preferences, dosing, experimenting, testing and trying methods again and again? And so, why not demand the best and make matchless espresso coffee? And what could be better than the best coffee made using a machine with such easy temperature adjustments in relation to different blends for the best results? And a machine that, above all, completely meets everyone's aesthetic tastes? The answer is - Venus Family, a true classic combining discretion and elegance.

It is widely held that what is beautiful is also good - and Venus Family is the proof of this maxim. It is a delightful and integral furnishing element - as well as rewarding when astonishing guests with such an exclusive item ... a hallmark of good taste and style.

The "classic" design, surmounted by an eagle with open wings, recalls the culture of times gone by, so "classic" as never to be anachronistic; the copper, brass or chrome-plated body and its pure, distinctly original styling meets everyone's preferences and requirements as regards furnishing settings. It cuts a fine figure in manager and professional offices, in the hall of hotels where guests are offered a welcoming cup of coffee and, naturally, in the home.





# VENUS FAMILY

## technology and tradition

Keeping with Victoria Arduino tradition, the Venus Family is available in versions with a copper, brass or chrome-plated body. These precious surfaces as regards the appearance of the machine itself are treated specifically to avoid any marks or scratches that might otherwise compromise its formal perfection.

Serving a cup of coffee is extremely simple - just press a button. As required, filters can be used for single or double doses of coffee. Moreover, tank capacity ensures the production of many cups of coffee before water has to be added again; to avoid this operation, in the event of constant, professional utilisation, the

machine can be connected directly to the water mains.

Steam is generated simply by turning a knob, while the flexible jet also means that excellent "cappuccino" can be made at home that leave nothing to be envied of those made in bars.



## skill and art

The surface is worked and patiently beaten by hand to ensure endless effects and continually sparkling reflections that change with the light.

Venus Family not only embraces the stylistic perfection of the Victoria Arduino tradition but can also take on a thousand different profiles to become a true work of dynamic art where movement is at once both virtual and actual depending on various observation points or the lighting angle.



# VENUS FAMILY

## a masterpiece of craftsmanship

Like every Victoria Arduino system, Venus Family is equally the outcome of immense manual skill. The use of machine tools in the Venus range is limited to the absolute essential: all the rest involves the experience of craftsmen who keep alive ancient professions and culture that otherwise risk disappearing.

The bodywork, for example, is worked by hand using techniques originating in the craft of ancient copper beaters.

This is why minor external differences are the hallmark of the "customization" that every machine attains thanks to this type of processing.

Such skill and craftsmanship are equally embraced in the construction of many machine components and assembly, performed and controlled as duly deserved by the Venus Family. Such attention is also found in the extremely careful selection

of materials and over-sized components to ensure impeccable operation over time.

This is why every Venus Family system, before leaving the factory, is subjected to numerous and effective operating cycles to eliminate the possibility of defects or imperfections.

This finalises the series of operations that make Victoria Arduino synonymous with reliability and refined elegance.

