

LIFE IS A HIGHWAY

with the new PETERSEN AUTOMOTIVE MUSEUM

With Lunch at Marmalade Cafe

Travel aboard your deluxe motorcoach to the original Farmer's Market for a delightful mid-day meal at the **Marmalade Café**. Known for using only the finest and freshest ingredients, Marmalade is sure to please the most discriminating palate. Lunch includes a preselected choice of Cobb Salad, Salmon & Asparagus Pasta, Turkey & Vegetable Wrap or Artichoke & Cheese Ravioli. All lunches include a nonalcoholic beverage and Tiramisu for dessert.

From the advent of the wheel through the industrial revolution, humans have focused enormous resources on creating efficient modes of transportation. By the 1960's the automobile embodied attitude, style, and freedom-especially in California; and in Hollywood, the automobile became one of the world's most treasured celebrities. **The Petersen Automotive Museum** was founded in 1994 by publisher Robert E. Petersen and is permanently housed in a historic department store designed by Welton Becket. The building opened in 1962 before operating as an Ohrbach's store from 1965 to 1986. Six years after Ohrbach's closed, Robert Petersen selected the largely windowless site as an ideal space for a museum, where artifacts could be displayed without harmful exposure of direct sunlight. In 2015, the museum underwent an extensive \$90 million renovation. The exterior features a stainless-steel ribbon assembly, made of 100 tons of 14-gauge steel in 308 sections, 25 supports and 140,000 custom stainless-steel screws. While designers at The Scenic Route configured interior spaces to accommodate changing exhibits that are intended to encourage repeat visits. **The Highlights Tour is a private docent-led tour** designed to give visitors an overview of all three floors of the Petersen. Visitors will receive information about some of the most interesting automotive exhibits and vehicles on display. The tour is approximately 60 minutes long and takes visitors through the Hollywood Gallery on the History Floor, Hot Rods and Customs on the Industry Floor, and the Mullin Grand Salon on the Artistry Floor, among many others.



Petersen
AUTOMOTIVE MUSEUM



Marmalade
CAFE®

Petersen Automotive Museum with Lunch at Marmalade Cafe

Monday thru Friday
10:30am - 6:30pm

\$81.00pp
40 paid passengers + 2 comps

\$91.00pp
29 - 39 paid passengers + 1 comp



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