



**FOR IMMEDIATE RELEASE**

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***La Storia: Birmingham's Italian Community* exhibition  
now open at Vulcan Park and Museum**

***A vivid display of artifacts and images that illustrates the many contributions to  
Birmingham's history from its own Italian community.***

**BIRMINGHAM, Ala.** – October 16, 2014 - This year, the Linn-Henley Gallery at Vulcan Park and Museum will feature a special exhibition, *La Storia*, honoring the city's Italian American community and their long history in Birmingham. *La Storia* documents their contributions to the park and the community as a whole through pictures, artifacts, clothing, memorabilia, religious items and more. In addition to the gallery display, special events will be held throughout the year-long run of the exhibition. Vulcan Park and Museum will feature Italian cooking, insight into the Catholic Church, Italian music and poetry, and gallery talks.

*La Storia* exhibit details:

**When:** Now - September 2015  
Museum hours: M-Sat: 10-6, Sun: 1-6

**Where:** Vulcan® Park and Museum  
1701 Valley View Drive  
Birmingham, AL 35209

**Price:** Vulcan Members – FREE  
Adults - \$6  
Seniors (65+) / Military - \$5  
Children ages 5-12 - \$4  
Children 4 years and under - free

Both the iconic Vulcan statue and the pedestal he stands upon display the Italian heritage that is prevalent throughout Vulcan Park and the Birmingham community. The statue was designed by Italian immigrant Giuseppe Moretti, whose vision came to life with the help of talented Italian artisans in his New Jersey Studio. The stone tower where Vulcan currently stands was crafted by Italian stonemasons upon the statue's move to Red Mountain 75 years ago.

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Italian Americans had a huge impact on not only Vulcan Park and Museum, but also the city itself, and *La Storia* tells the story of Italian immigration to the city of Birmingham from the late 1800s to the mid-20<sup>th</sup> century. The iron, steel and coal industries brought coal miners and factory workers to areas such as Ensley, Thomas and Blocton, and these factory workers, entrepreneurs, politicians, professionals and religious leaders of Italian descent played an important role in the history of this city. Some Italian immigrants found success making their living by opening small grocery stores, one of which grew into the large grocery chain known as Bruno's. While the exhibit showcases prosperity for Italian immigrants, it also documents the hardships these immigrant families endured as a community and how they relied on faith and family to hold them together.

"Vulcan would not stand where he is today without the contributions of our Italian American community," says Dr. Philip Ratliff, Director of Education at Vulcan Park and Museum. "Over a year in the making, the *La Storia* exhibit was created in collaboration with the Italian American Heritage Society of Birmingham, who contributed oral histories, photos and artifacts that help make the exhibit personal and unique. As a result of our successful collaboration on *La Storia*, Vulcan Park and Museum is confident that visitors will be enlightened and entertained."

The *La Storia* exhibit would not have been possible without the combined efforts of the following: Italian American Heritage Society, National Endowment for the Humanities, Alabama Humanities Foundation, Rep. Paul Demarco, UAB Honors Program students, Kelton Design, Franks Global Media and STYLE Advertising. For more information, visit [www.visitvulcan.com](http://www.visitvulcan.com).

### **About Vulcan® Park and Museum**

Vulcan Park and Museum is one of Birmingham's most popular attractions with state-of-the-art facilities that provide visitors from all over the world with insightful history lessons about our region. The centerpiece of this historic complex is Vulcan, the largest cast iron statue in the world. The museum shares with all visitors the city's history, its influential residents and the events that not only shaped our city, but an entire nation. The park also features meeting and event space indoors and out for public events or private functions, and a gift shop with Birmingham and Vulcan memorabilia perfectly suited to welcome new residents, visitors to the region or to have in a home or office.

Vulcan Park and Museum is a 501(c)3 organization. All proceeds from ticket purchases will be used to support Vulcan Park and Museum's mission to preserve and promote Vulcan as the symbol for the Birmingham region, advance knowledge and understanding of Birmingham's history and culture, and to encourage exploration of the region.

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