

Morioni Marino

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business description: The barber's shop was once the meeting point, a place for socializing and pleasant conversation. This is no longer the case but thankfully there are some happy exceptions. One of these is Marino Morioni's shop on via Pisacane 4. It has been in the area for decades and is a reference point where you pop in to say hello even when you don't have to cut your hair. Marino was not born in Alessandria, he learnt the trade in Villamarzana in the province of Rovigo. He arrived in Alessandria in the 1950s with his family after the flood in Polesine, finding a house in the small barracks close to the Salesiani in the Cristo neighborhood. Later, he moved to Villaggio Profughi, always in the Cristo area, where there were many Istrians. He completes his apprenticeship in this area of the city, working as an assistant for Corrado Maragna on Corso Acqui. In 1961, he opens his first shop on Via Macchiavelli where he is joined by his older brother Amos, furniture polisher who is unable to find work at that time. They move to via Faà di Bruno and stay together until Amos has learned his new trade. Marino goes into business for himself in 1965 in the current shop on via Pisacane, between via Marengo and via Montegrappa. A quiet and residential area where he has been able to work well up to today. Morioni was already ahead of his time for the special training he had received with Corrado Maragna.

Address: via Pisacane 4 - 15121 - Alessandria

phone: +39 0131 441223



ALEXALA
Piazza della Libertà 43
15121 Alessandria (AL)
tel: +39 (0131) 288095
email: info@alexala.it
sito web: <http://www.alexala.it>
facebook.com/alexala.it - twitter.com/ATLALEXALA

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