



# MECENATI OF THE XXI CENTURY

Throughout history, artists have always received support and protection by kings, popes and the wealthy.

With the evolution of society, art and patronage have gone through radical change. Therefore, who are the patrons of the XXI century?

The "Mecenati of the XXI century"
Awards aim to enforce visibility,
recognition and reputation for those
Institutions, Corporations and
Private Investors who have actively
contributed to the development of
the Arts and the society.





#### "MECENATI OF THE XXI CENTURY" AWARDS



## INSTITUTIONAL ART AWARDS

- International organizations
- Central Banks
- Ministries
- Non-profit organizations

## CORPORATE ART AWARDS

- Multinational companies
- Small/Medium enterprises
- Corporate Museums

## MECENATI AWARDS

- Private Foundations
- Individual patrons
- Private donations

## The 2016 edition of the **CORPORATE ART** AWARDS ®

- 80+ companies participating from 22 countries in 5 continents
- Extensive international press reviews
- An intense two-day event in Rome, with:
  - the official award ceremony at the Italian Ministry of Culture
  - the gala dinner at Casina Valadier, with the best panoramic view over Rome by night
  - 2 visits to Generali's and ABI's Corporate collections
  - 20 presentations from the Awards participants





























































































































































## The 2017 edition of the MECENATI OF THE XXI CENTURY

120 institutional and corporate participants from 28 countries

































EMBADADA DE PORTUGAL EM ITÁLIA





























































































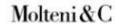
































































## 200 participants from 28 countries



# WINNERS of the 2016 edition

- Banca Intesa (Italy)
   and Deutsche Bank
   (Germany) for the
   best Corporate Art
   Collection
- 2. American Express
  (USA) for the best
  international program
  of monuments
  restauration
- **3. Shiseido** (Japan) for the oldest Corporate Art gallery in Japan



# winners of the 2017 edition

- 1. Banca Intesa
  Sanpaolo (Italy):
  Mecenate of the XXI
  century
- 2. Institutional
  winners: Banca
  d'Italia, European
  Parliament, FAO,
  United Nations,
  European Investment
  Bank, Italian Ministry
  of Foreign Affairs,
  etc.
- 3. Corporate Winners:
  Absolut, American
  Express, Davidoff,
  Deutsche Bank, Enel,
  Ferragamo, Fiat, Poste
  Italiane, etc.





## THE SCIENTIFIC COMMITTEE

All proposals will be reviewed by the members of the Corporate Art Awards® committee:

- Eike Schmidt, Gallerie degli Uffizi Florence, Director
- Gabriel Zuchtriegel, Parco archeologico di Paestum, Director
- Gianluca Comin, Biennale di Venezia, member of the BoD. Founder at Comin & Partners
- Stefano Pizzi, Brera Academy of Fine Arts, Head of External Relations
- Bartolomeo Pietromarchi, Maxxi Arte
   Roma, Director
- Carlo Capoccioni, Italian Banks
   Association, Head of Institutional Affairs
- Renzo Iorio, Confindustria, Chiarman of technical group - culture and development
- Luca Pirolo, LUISS Business School,
   Director of Creative Business Center
- Carolina Botti, Ales (Art Bonus),
   Direttore
- Luca Desiata, Professor of Corporate Art at LUISS Business School and curator of the Corporate Art exhibit at GNAM – Galleria Nazionale Arte Moderna.

### TIMETABLE

	June	July	September	October	November
Project launch  Submission of proposals  Analysis of proposals and requests of					
additional information  Scientific committee – evaluation phase					
Awards ceremony and gala dinner					•

#### AGENDA - November 28th

09.30 - 10.00: Registration

10.00 - 10.30: Institutional introductions – European Parliament

10.30 – 11.00: Press Conference

11.00 – 11.30: "Mecenati of the XXI century" and "Corporate Art Awards"

- Luca Desiata, Professor of Corporate Art at Luiss Business School

11.30 – 13.30: Presentations of participants' art projects

13.30 – 14.30: Lunch break

14.30 – 16.30: Presentations of participants' art projects

16.30 – 17.00: Awards ceremony and photo session

20:00 – 22:00: Gala dinner

## European Parliament

Rue Wiertz 60, 1047 Brussels - Belgium



TG2



Rai 1 – Uno Mattina





**CBS News** 



Il Messaggero TV



AdnKronos



Artribune



Rai News



Repubblica



Corriere Economia



The Art Newspaper



Corriere Innovazione



Corriere della Sera



Corriere Innovazione



Repubblica

## THE ORGANIZERS

pptArt® is a brand&communication agency working exclusively with artists. It leverages the first Art crowdsourcing platform with over 3.000 artists from 72 countries.

In 2015 it organized the first
"Corporate Art" exhibit at the
National Gallery of Modern Art
(GNAM) in Rome.
In 2016 it organized the first edition of
the "Corporate Art Awards" and in
2017 the "Mecenati of the XXI
century" program.

pptArt® has a portfolio of prominent institutional and corporate clients such as: FAO, United Nations for the Milan Expo 2015, American Express, Enel, Poste Italiane, etc.



#### CONTACTS

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For more info on the project, please visit www.CorporateArtAwards.it or contact us at info@CorporateArtAwards.it