

# MECENATI OF THE XXI CENTURY

## 2018 AWARDS

3<sup>rd</sup> edition

2018   
ANNO EUROPEO  
DEL PATRIMONIO  
CULTURALE  
#EuropeForCulture

Partners of the 2017 edition



# 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.





**THE 2017 EDITION**  
Awards ceremony at the Quirinale Palace with  
**Sergio Mattarella, President of the Italian Republic**





LUISS BUSINESS SCHOOL

MIBAC Ministero dei beni e delle attività culturali e del turismo

MUSEIMPRESA

ALES

CONFINDUSTRIA KV Settimana della Cultura d'Impresa

ppt Art

# CORPORATE ART AWARDS® 2016

The best practices in the collaboration between the Corporate and Art world

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THE 2016 EDITION

Dario Franceschini, Italian Minister of Culture, with Luca Desiata, curator of the Corporate Art Awards

# “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



200 participants from 28 countries





# WINNERS of the 2016 edition

1. **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



*Anniketyni Madian*  
Malaysian artist  
Author of the 2016 Awards

# 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.



*Anniketyni Madian*  
Malaysian artist  
Author of the  
2017 Awards



# 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**, Chairman 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**.



**ITALIAN MINISTRY OF CULTURE**  
The venue of the Awards Ceremony

# 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

COUNTRY	CONTACT PERSON	CONTACT DETAILS
Italy	Andrea Torregiani	at@CorporateArtAwards.it Cell.: +39.349.7603883
Germany	Karin Schoeffmann	ks@CorporateArtAwards.it Cell.: +49.171.3357606
France, Benelux	Annunziata Tricarico	nt@CorporateArtAwards.it Cell.: +32.487212902
Other Countries	Luca Desiata	ld@CorporateArtAwards.it Cell.: +39.337.1504116

For more info on the project, please visit [www.CorporateArtAwards.it](http://www.CorporateArtAwards.it)  
or contact us at [info@CorporateArtAwards.it](mailto:info@CorporateArtAwards.it)