

pptArt

Is a brand and communication agency working exclusively with artists, leveraging the first art crowdsorcing platform with over 4.000 artists from 75 countries









MECENATI OF THE XXI CENTURY - 2018
At the European Parliament



winners of the 2016 edition of the Corporate Art Awards

- 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



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































EMBADIADA DE PORTUGAL EM ITÁLIA





























































































































































2016-18: 200 participants from 28 countries





Corporate Art Exhibit









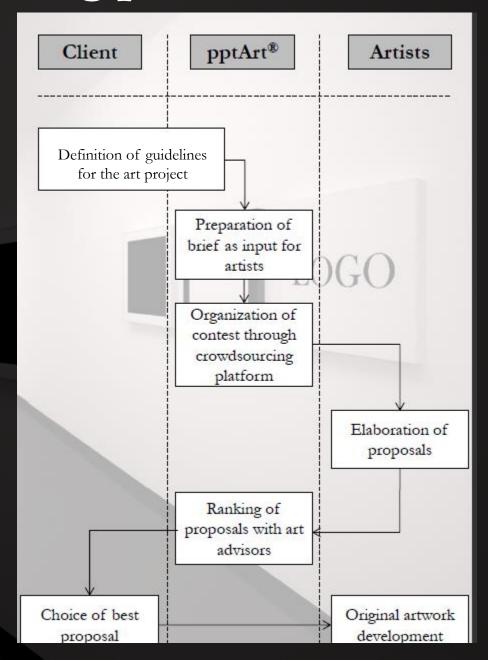
The crowdsourcing process

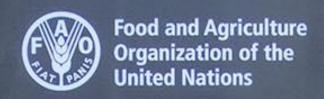
Immediate access to unlimited artistic creativity in line with the client's requirements

Full support by our Art
Advisors for the elaboration
of the brief and the
evaluation of the
artistic proposals

Rapid responses: between 2 and 4 weeks

References: see next slides







7 FAO Awards



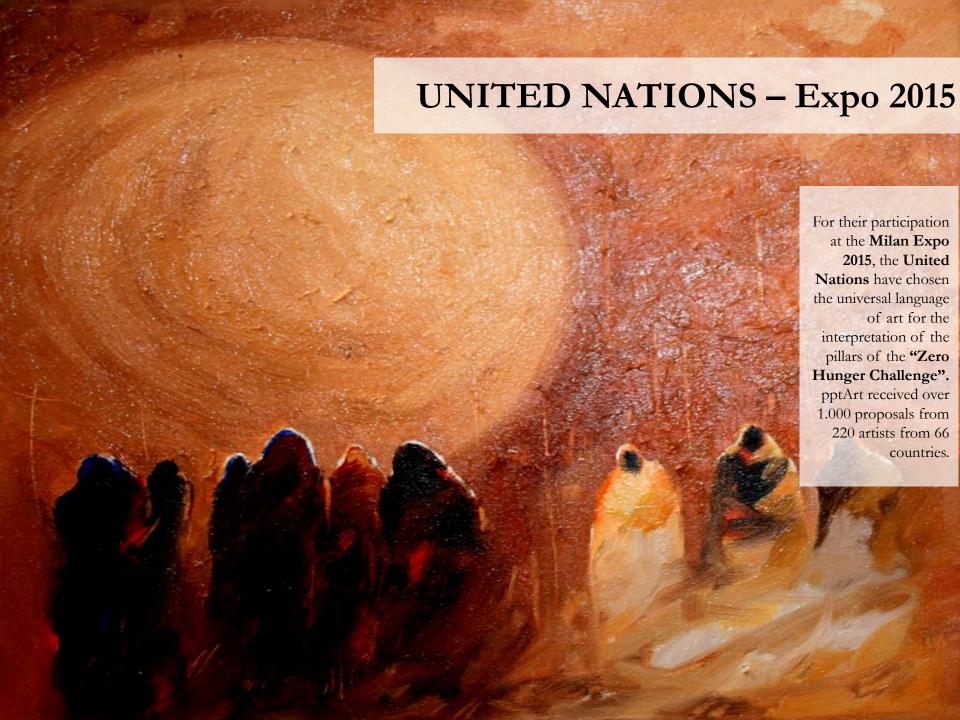




2019 FAO Awards

The Ugandan artist Rose Kirumira was chosen to create the 9 Awards commissioned by FAO











Ufuoma Islavwe Peter learned fine arts and graphics in an art studio. He studied Fine and Applied Arts at Nnamdi Azikiwe University, Awka, and specialized in painting.



For their participation at the Milan Expo 2015, the United Nations have chosen the universal language of art for the interpretation of the pillars of the "Zero Hunger Challenge". pptArt received over 1.000 proposals from 220 artists from 66 countries.



Peeping Beauty II Uluoma Islavwe Peter (Nigeria)



The Zero Hunger Challenge - Artists United for a sustainable world



The Zero Hunger Challenge - Artists United for a sustainable world





The Zero Hunger Challenge - Artists United for a sustainable world







The Marchanta in the Mercado Angle Del Rego (Dominican Republic) Dispetring on Commission







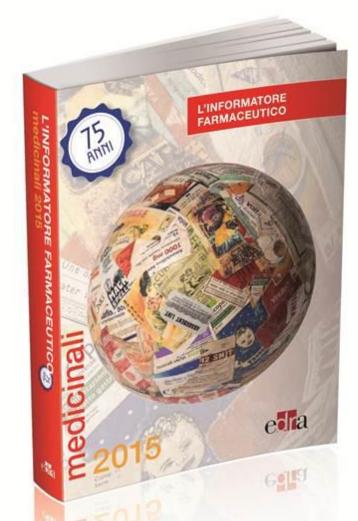




ENEL - New Logo campaign



EDRA



Cover of the Informatore Farmaceutico based on an artwork realized through pptArt's unique crowdsourcing process





TG2



Rai 1 – Uno Mattina



Arte e aziende. Nasce il Manifesto della Corporate Art: lo firmano Ugo Nespolo, Alexander Ponomarev e Fernando De Filippi



CBS News



II Messaggero TV



AdnKronos Artribune

pptArt in the PRESS



Repubblica

Corriere Economia





Corriere Innovazione



Rai News

Corriere Innovazione



Corriere della Sera



Repubblica

About pptArt

pptArt is a brand and communication agency working exclusively with artists. It leverages the first crowdsourcing platform in the world for art projects.

The unique innovation proposed by pptArt is the return to the Renaissance concept of Commissioned Art: the Artist offers his talent and creativity for the interpretation of the Client's communication needs clearly expressed in a defined "brief".

To be part of the network, the Artist has to sign the pptArt Manifesto and has to guarantee proven qualitative standard and experience level.

The pptArt Manifesto has been subscribed by over 2.300 Artists from 72 countries. It maintains that the Corporate World can be the object of Art.

The standard pptArt process is an "international contest of artists" which allows the client to choose among hundreds of proposals



About pptArt

pptArt has evolved into a **brand and communication agency**. It has built a strong image in the market thanks to several artistic partnerships with reputable companies and institutions:

- With the **Presidency of the Italian Republic** and the **Ministry of Culture** for the organization of the international **Corporate Art Awards**
- The United Nations for their participation to the Milan Expo 2015
- FAO for the realization of the **FAO Awards**
- Galleria Nazionale d'Arte Moderna for the "Corporate Art" exhibit
- American Express for a unique art proposal for their top clients
- LUISS Business School for a "Corporate Art" course

« pptArt is the Web 2.0 version of the Renaissance concept of commissioned Art »

CORRIERE DELLA SERA

« [...] fulfills the needs of a wide range of users (both companies and individuals) willing to commission a piece of Art but who have no easy access to the Art world»

AFFARI&FINANZA

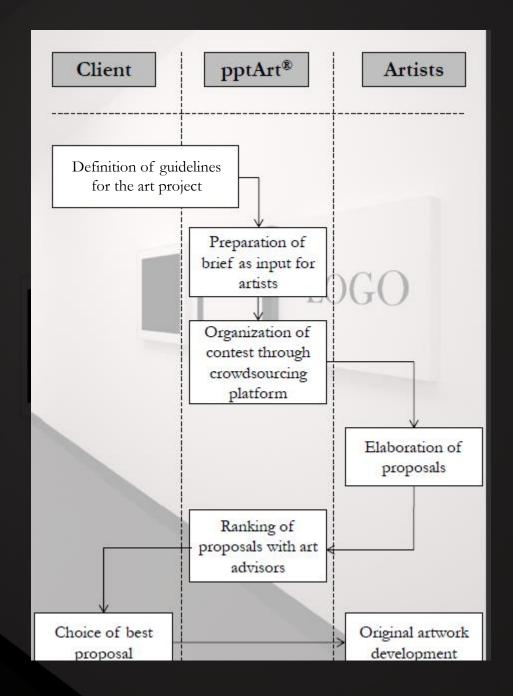


The process

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Art

The brief

PROJECT SUMMARY

Project description	Realization and delivery of a work of art for the celebration of a 10-year wedding anniversary.
Type of work and dimensions	Painting 2m x 3m (max)
Max. Budget	€ 2.000
Deadline for draft proposal submission	Sept. 30th 2014

TECHNICAL SPECIFICATIONS

Preferred shape	Any shape (rectangular, square, tryptich, four quadrants, etc). Avoid round and oval shapes.
Preferred technique	Oil on canvas. The painting must show technical mastery and attention to details.
Colors	Bright and lively colors preferred. A touch of orange color recalling the niches in the library.
Subject	Free. Abstract is ok but with a certain order. The photographs of the family are provided in the attachment but do not necessarily have to be represented. They are rather a cue for inspiration.
Feelings to be represented	Feeling of stability, security and mutual reliability after a 10- year wedding and a 21-year relationship. Long and sometimes difficult journey of mutual change, maturation and discovery. Personal growth within the relationship. Happiness and joy from the birth of their two twin 5-year old daughters. Leisure travels as a way to discover new things, places and cultures. They are trying to transmit this passion to their daughters, too. Team play and the ability of interchangeable roles depending on the various needs and demands: this brings a deep balance and a continued incentive to improve. Neither is dependent on the other but there is an absolute determination and desire to be together, to lean on and support each other in major daily challenges. Remaining united and accomplices is fundamental to overcome small and big problems.

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BE PLACED





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Our services

- ✓ Organization of Art-based events, communication and brand projects.
- ✓ How Art can enhance **Marketing Campaigns**:
 - ✓ Engage your customers and drive traffic to your website! Ask them to take a selfie while using your products with their friends or partner. The best photo will become a work of art (sculpture or portrait)
 - ✓ Loyalty programs: our glass and metal Artists can create unique works of Art for your loyalty program
 - ✓ Printed advertising: tired of the usual graphic design, illustrators and photographers? Create artistic images through our pool of over 2,000 artists
- ✓ When Packaging becomes Art: an extrordinary creative contribution to the design of a brand new packaging