

CORPORATE ART AWARDS® 2017

Agenda
Rome, 22 November

AGENDA - November 22nd



Italian Ministry of Culture - Sala Spadolini - Via del Collegio Romano, 27 - Roma

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9.00 - 9.30: Registration & Coffee

9.30 – 10.30: The history of "Mecenatismo", from ancient Rome to the internet era

- Commissioned Art in ancient Rome: Gabriel Zuchriegel, Parco archeologico di Paestum, Director
- The flowering of Renaissance Art in Florence: Eike Schmidt, Gallerie degli Uffizi - Florence, Director
- Contemporary Art and the Corporate World: Bartolomeo Pietromarchi, MAXXI Arte Roma, Director
- The role of Italian companies in the global Art world: Silvia Foschi, Gallerie d'Italia (Intesa Sanpaolo)

10.30 - 11.00*: Welcome message by Dario Franceschini, Italian Minister of Culture
Message by Antonio Tajani, President of the European Parliament
Confindustria – Marcella Panucci – General Director

11.00 – 11.30: Art-bonus panel: Generali and Ferragamo

11.30 - 13.00: Presentations by the Italian companies and institutions participating in the Awards: Borsa Italiana, Enel, Fiat, Gruppo Hera, Poste Italiane, TIM

13.00 - 14.00: Lunch

14.00 - 14.45: Panel with International Institutions: EIB, European Parliament, UNOG

14.45 - 17.00: Presentations by the International companies participating in the Awards: ABLV Charitable Foundation (Lithuania), CSL Group (Canada), Davidoff (Switz./Dom. Rep.), HBC (USA), International Steels Limited (Pakistan), Lufthansa (Germany), Montefiore Medical Center (USA), PLMJ Foundation (Portugal), Swiss Mobiliar (Switz.), The Absolut Company (Sweden)

17:00 - 17:30: Awards handover and photo session

* This part of event will opened to press