

MECENATI OF THE XXI CENTURY

2018 AWARDS 3rd 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

Ministero dei beni e delle attività culturali e del turismo

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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



17.30 - 18.00 : Registration

18.00 - 18.30 : Institutional introductions – European Parliament

18.30 – 18.45 : "Art Patrons of the XXI century" and "Corporate Art Awards"
- Luca Desiata, Professor of Corporate Art at Luiss Business School

18.45 – 19.45 : Awards ceremony and photo session

19.45 – 20.00 : Wrap-up and conclusions

AGENDA - November 29th

9.00 - 9.30 : Registration

9.30 - 10.00 : Institutional greetings and opening

10.00 – 10.30 : Press conference and announcement of winners

10.30 – 13.30 : Corporate winners: presentations of art projects

13.30 - 14.30 : Lunch

14.30 – 15.30 : Institutional winners: presentations of art projects

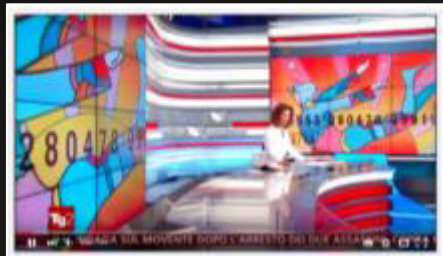
15.30 – 16.00 : Wrap-up and conclusions



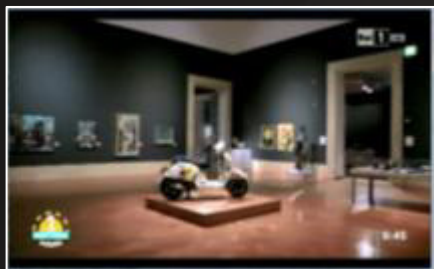
European Committee
of the Regions (CoR)

Room JDE51

Bâtiment Jacques Delors
Rue Belliard 99-101
B-1040 Brussels
Belgium



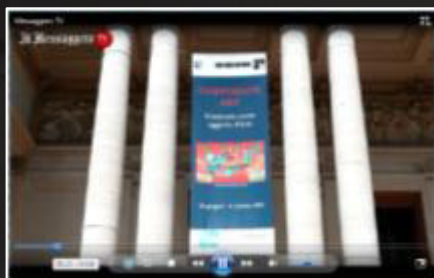
TG2



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.



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For more info on the project, please visit www.CorporateArtAwards.it
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