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FONDAZIONE  
RICCARDO CATELLA

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A low-angle, upward-looking photograph of a classical building facade. The image shows several large, fluted columns and ornate architectural details like arches and cornices. The lighting is dramatic, with strong shadows and highlights, suggesting a bright sky. The overall tone is serious and institutional.

# Borsa Italiana Finance for Fine Arts

# Borsa Italiana - Finance for Fine Arts

## ⇒ Vision

Borsa Italiana plays a **central role** in Italian economic and financial system and believes that **investing** in the Italian **artistic heritage** could be an essential vehicle for the **economic** and **cultural** development of the country.

## ⇒ Mission

It is with this belief that we have decided, through a collaborative project engaging the private sector and institutions, to act directly and stimulate the Italian business and financial community to **efficiently gather resources** and support the realization of **high-profile cultural initiatives**.

## How

We signed an agreement with the **Pinacoteca di Brera** developing a number of initiatives.

The project could be replicable with other museums (contacts with Gallerie dell'Accademia in Venice), with the aim of making the **artistic heritage** both **exhibited and stored**, restored and available for **value-added initiatives**.

# Borsa Italiana - Finance for Fine Arts

## Ongoing Initiatives:

- Funding Restauration
- Hyper Digitalization Campaign
- Rivelazioni - Finance for Fine Arts
- Borsa Italiana Fine Arts Gallery

# Ongoing initiatives

## FUNDING RESTORATION

Borsa Italiana funded the **Pinacoteca di Brera restoration laboratory**, through LSEG Foundation, to buy both critical and innovative instrumentation for the work flow.

The restored and digitalized '**Portrait of Conte Antonio di Porcia e Brugnera**' by **Titian** has been unveiled at the presence of the Italian Minister of Culture and Tourism Dario Franceschini.



# Ongoing initiatives

## HYPER DIGITALIZATION CAMPAIGN

**100 masterpieces** from the Collection of the Pinacoteca di Brera digitalized and featured with appropriate metadata available on Pinacoteca's website. In particular, the image parameters reach very ambitious levels in terms of quality and resolution.

### ➤ VIRTUAL EXHIBITION 'ART MEETS FASHION'

**14 artworks** which celebrates the fil rouge between two Italian excellences, **Art and Fashion**, in a fascinating journey, curated by the Pinacoteca di Brera Superintendent and Director with her staff of art experts.



# Ongoing activities

## 'RIVELAZIONI – FINANCE FOR FINE ARTS'

Borsa Italiana promotes a funding campaign through an editorial project to support the restoration and digitalization of ten artworks and a cycle of frescoes selected by Pinacoteca di Brera to be adopted by listed and non listed companies.

The oeuvres will permanently return to their original splendor for collective enjoyment.





## Rivelazioni – Finance for Fine Arts



### CONTRIBUTIONS TO RESTORATIONS

€15,000 - €25,000 - €35,000 - €125,000

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First edition was launched in 2014 during  
Luxury&Finance roadshow at the presence of the  
Italian Minister of Culture

Media partnership with **Vogue Italia**

Selection of 10 paintings and frescos made by Brera  
Museum scientific staff

€ 270,000 collected



# Rivelazioni – Finance for Fine Arts



## BENEFIT FOR CONTRIBUTORS

- ✓ Copyright for 2 years;
- ✓ Brera offers 2 guided tours a year (for 2 years) for 10 guests of the donor;
- ✓ Brera organizes special expositions mentioning the donors;
- ✓ The company will be mentioned among the Museum's donors.

## WHO ARE THE DONORS



21 affreschi Bernardino Luini	MiBACT
La Maddalena Il Giampietrino	DOC Generici
Deposizione con San Michele Simone Barabino	Electrade
San Giorgio e San Giovanni Battista Dosso Dossi	Golden Goose
Deluxe Brand	
Elevazione della maddalena Marco D'Oggiono	L'Uomo Vogue
Davide con la testa di Golia Carlo Dolci	Pitti Immagine
La Loge Le Balcon Pablo Picasso	RTL 102.5 Hit Radio
Madonna dell'umiltà Maestro della Pala Sforzesca	Wiit

\*DOC Generici, Electrade, Golden Goose Deluxe Brand, RTL 102.5, Wiit are ELITE companies  
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# Ongoing activities

## **BORSA ITALIANA - FINE ARTS GALLERY**

A dedicated room in Palazzo Mezzanotte to host temporary exhibitions of artworks from main Italian museums' storages.

- Value-added to **stored artistic heritage**
- Catalyzed interest in Italian artistic heritage of both **national financial community** and **international investors**



# Borsa Italiana - Finance for Fine Arts

## Next Steps

- Rivelazioni 2 with Gallerie dell'Accademia di Venezia
- Collaborations with museums and Fine Arts Academy
- Corporate art projects and organisation of competitions for artists

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