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PRESS RELEASE

PICASSO AND SPANISH MODERNITY, AN IMPRESSIVE EXHIBITION WITH BANCA CR FIRENZE AS LEAD SPONSOR

Approach 20th Century Iberian Art at Palazzo Strozzi

Florence, 18 September 2014 – An icon of the 1900s, the legend for generations of artists and fans, and assuredly one of the most controversial and extensively studied figures ever, **Pablo Picasso** is the Protagonist of the exhibition dedicated by the Palazzo Strozzi Foundation to his brilliant talent, a key event organised with the contribution of **Banca CR Firenze** as Lead Sponsor.

Following the success met by the exhibition on Russian avant-garde trends in 2013, for this season the **Palazzo Strozzi Foundation** offers visitors the opportunity to admire the most extensive number of works by the Andalusian artist ever to leave Spain.

“The original ideas and stimuli offered by this exhibition,” says **Giuseppe Morbidelli**, Chairman of Banca CR Firenze, *“confirm the Strozzi Foundation's unquestionable skill to interpret and intercept the demands of a growing public that is assuredly fascinated by Pablo Picasso's unique work.”*

Indeed, it is an absolutely important event for Florence, a one-off occasion to visit an exhibition that is also enhanced by the impressive works of **Joan Mirò, Salvador Dalì, Juan Gris, Maria Blanchard** and **Julio Gonzalez**.

With this new commitment **Banca CR Firenze** underscores its support to the most prestigious events organised in Florence, firmly convinced that culture is a crucial lever for economic progress.

All clients of Banca CR Firenze and of **Intesa Sanpaolo Group** banks can purchase the entrance ticket to the exhibition at a rebate rate of euro 7.50, a discount that also applies to an accompanying person, while holders of the Superflash Card will only pay euro 4.00.

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