

PRESS RELEASE

INTESA SANPAOLO LAUNCHES THE FIRST ADVANCED TRAINING COURSE FOR CULTURAL MANAGERS

- **Based on the experience gained through the Bank's Progetto Cultura, the course has been designed for professionals working in the fields of artistic and cultural heritage of private individuals and entities, non-profit organisations and companies**
- **Six months, from February to July 2021, for graduates with at least two years' experience in the workplace. Enrolments open: 1 December 2020**

Milan, Turin, 30 November 2020 – Intesa Sanpaolo is launching the first edition of an **executive course in “Management of artistic-cultural heritage and corporate collections”** to foster the development of skills among professionals who work in this sector as a vital factor in the Italian cultural system. The course, sponsored by MiBACT (the Italian Ministry of Cultural Heritage and Activities and Tourism), originates within the experience acquired by Intesa Sanpaolo over the years with Progetto Cultura, the Bank's programme that since 2011 has safeguarded, managed and promoted the collections belonging to Intesa Sanpaolo – over 30,000 works with around 3,500 of particular historical/artistic value – the Gallerie d'Italia with three museums in Milan, Naples and Vicenza and another opening soon in Turin, the Group's Historical Archives, and the Restituzioni project.

The project, the only one of its kind in Italy, has been set up by Intesa Sanpaolo with the support of Fondazione Compagnia di San Paolo and Fondazione Cariplo together with Intesa Sanpaolo Formazione and Fondazione 1563 per l'Arte e la Cultura, and has been planned with the scientific contribution from Fondazione Scuola dei Beni e delle Attività Culturali. The initiative represents another vital element of the philanthropic cultural activity carried out by Fondazione Cariplo and Fondazione Compagnia di San Paolo, which every year provide considerable resources for projects nationwide for the development and promotion of artistic and architectural assets. The improvement of professional skills among those working in the sector is also an important goal of the foundations, as is access to cultural opportunities, particularly for the general public and those who often do not have the chance or means to enjoy these.

Topics covered include the safeguarding of collections belonging to individuals and private entities, non-profit organisations and companies; the legal-institutional framework in Italy and abroad; public-private relations and new forms of partnerships; innovative approaches to heritage management; collection management in private and company contexts; the economic/financial and accounting aspects of cultural heritage and activities; strategies to develop and extend opportunities of access to corporate and private collections.

The course (organised by Intesa Sanpaolo Formazione) is coordinated by Guido Guerzoni, Professor at the Bocconi University. Lessons are held by scholars from Italian universities, professionals and managers in the field of cultural and corporate management, museum directors and executives - a faculty that shows how a close relationship between the public and private sectors can act as a fundamental stimulus for development and a vital factor in policies of safeguarding, management and promotion of cultural heritage.

This initiative is the first step in a wider training project currently being set up - Gallerie d'Italia Academy - that represents yet another commitment by Intesa Sanpaolo towards the world of art and culture, intended to create a pool of qualified professionals specialising in one of Italy's most active and distinctive sectors.

The course is aimed at graduates with at least two years of experience in the workplace, preferably in the field of management of museums, archives and artistic heritage belonging to companies, individuals or private entities, with the goal of developing their managerial skills and relationships with the territory. It lasts six

months, from February to July 2021, with 144 hours of lessons organised in twelve sessions (Friday afternoons and Saturdays). The course is based on a multidisciplinary and practical approach based on analysis and testing of real case studies and direct exchange of ideas and information between teachers and participants. As long as the current health crisis persists, the course will take place online via the e-learning platform of Fondazione Scuola dei Beni e delle Attività Culturali, scientific partner for the course. Any meetings in person will be held in Milan, at the Gallerie d'Italia – Piazza Scala and in Turin, at the premises of Fondazione 1563. Teaching may be supported by study trips to art venues, cultural institutions, corporate collections and museums. There are 8 study grants provided by Fondazione 1563 per l'Arte e la Cultura and Fondazione Cariplo. There is also the Gallerie d'Italia Fellowship initiative that allows a further four candidates under the age of 32 to participate, subject to having completed a PhD or specialisation diploma no more than 18 months ago in the economic, legal or historical-artistic fields linked to art and culture, and not yet being employed.

Information and fees can be found at www.intesasanpaoloformazione.it, where it is also possible to complete an application form for the course supplied by Intesa Sanpaolo Formazione from 1 December.

Michele Coppola, Executive Director of Art, Culture and Historical Heritage of Intesa Sanpaolo and Director of Gallerie d'Italia, said: *“The Bank's commitment to safeguarding and promoting its exceptional cultural heritage leads to emphasis on the importance of training in specific management skills applied within the context of art collections and museums. This initiative, the result of active synergy between public and private entities, brings to life an innovative opportunity for development of young professionals in the sector, demonstrating the ability of Intesa Sanpaolo's Progetto Cultura to generate social value and be up-to-date on the issues and challenges facing us today.”*

“We have decided to take part in this important initiative because we are convinced that training everyone who works in the sector, including those responsible for the private management of cultural heritage, is the way to guarantee ever more effective implementation of public policies of cultural safeguarding and promotion.” This statement comes from **Alessandra Vittorini**, Director of Fondazione Scuola dei Beni e delle Attività Culturali, the international institute of further education and research founded in 2016 on the wishes of MiBACT as a structure to support policies of innovation and training of professionals in the field of cultural heritage. Vittorini continues, *“This is why, alongside Intesa Sanpaolo, we have come up with a training programme that can create an innovative shared and informed language among participants which we believe can produce positive effects on the whole heritage system.”*

Press information

Intesa Sanpaolo

Media and Associations Relations

Media Office for Institutional, Social and Cultural Activities

stampa@intesasanpaolo.com

<https://group.intesasanpaolo.com/en/newsroom/news>

About Intesa Sanpaolo

Intesa Sanpaolo is one of the most solid and profitable banks in Europe, providing wealth management, consumer banking, corporate and investment banking, asset management and insurance. As the market leader in Italy, Intesa Sanpaolo serves nearly 12 million customers through digital and traditional channels. The Group's international subsidiary banks provide for an additional 7.2 million customers in Central Eastern Europe, the Middle East and North Africa. Intesa Sanpaolo is recognized as one of the most sustainable banks in the world.

The Group believes that value creation should be interpreted broadly, supporting social purpose and driving the real economy. As part of its commitment to sustainable growth, Intesa Sanpaolo has created a €5 billion financing facility dedicated to the circular economy. The Group's large-scale project for economic inclusion and poverty alleviation includes a Fund for Impact to provide €1.2 billion in loans to those parts of society that find access to credit difficult. Intesa Sanpaolo is deeply committed to cultural initiatives that it promotes on its own and together with partners in Italy and abroad, including permanent and temporary exhibits of the vast artistic patrimony at the Gallerie d'Italia, the Group's three museums located in Milan, Naples, Vicenza and soon also in Turin.

Additional information may be found at group.intesasanpaolo.com | News:
<https://group.intesasanpaolo.com/en/newsroom/news> | Twitter: @intesasanpaolo | Facebook: @intesasanpaolo |
LinkedIn: <https://www.linkedin.com/company/intesa-sanpaolo> | Instagram: @intesasanpaolo