

# CORPORATE ART AWARDS® 2017







## CORPORATE ART AWARDS<sup>®</sup>

The Corporate Art Awards<sup>®</sup> aim to enforce visibility, recognition and reputation for the best practices in the collaboration between the Corporate world and the Art world.

Art is the ultimate expression of Corporate Social Responsibility.

Companies that are actively involved in the Art world tend to be successful in terms of profitability and seem to have overcome most ethical, environmental and social challenges.





LUISS BUSINESS SCHOOL

Ministero  
dei beni e delle  
attività culturali  
e del turismo

MUSEIMPRESA

CONFINDUSTRIA

KVSettimana della Cultura d'Impresa

ppt  
Art

# CORPORATE ART AWARDS® 2016

The best practices in the collaboration between the Corporate world and the Art world

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**THE 2016 EDITION**

**Dario Franceschini**, Italian Minister of Culture, with  
**Luca Desiata**, curator of the Corporate Art Awards

# 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





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LAVAZZA



MIGROS MUSEUM  
für Gegenwartskunst



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UBI Banca Popolare  
di Bergamo



VITALARTS

80 participants from 22 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





**ABI (Italian Banking Association)**

*Venue of the seminars*

# HOW TO PARTICIPATE

The 2017 edition of the Corporate Art Awards® will be focused on projects and collaborations developed in the years 2016-17 in the following categories. The categories are only for illustrative purposes: the awards will be bestowed based on the quality of the projects.

- Corporate Art Collections and Corporate Museums
- Art bonus / Public Art (refurbishment and renovation of public Art and monuments)
- Corporate Art projects (involvement of artists, directly or through creative agencies, for corporate processes: marketing, celebrations, events, etc.)
- Art as financial investment
- Collaborations with museums and Art Academies
- Art Prizes
- Art benefits for employees (discounts for museum tickets, loans for art purchasing, etc.)
- Art-based management training/education
- Internal communications (artistic stationery, screensavers, gadgets, images for internal publications and posters, etc.)
- Décor (artworks to decorate boardrooms, offices and public spaces)
- Art-related services included in your commercial offer



## THE SCIENTIFIC COMMITTEE

All proposals will be reviewed by the members of the Corporate Art Awards® committee:

- 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
- Luca Pirola, **LUISS Business School**, Director of Creative Business Center
- Carolina Botti, **Ales (Art Bonus)**, Direttore
- Luca Desiata, Professor of **Corporate Art** at LUISS Business School curator of the **Corporate Art** exhibit at **GNAM – Galleria Nazionale Arte Moderna**.



**ITALIAN MINISTRY OF CULTURE**  
The venue of the Awards Ceremony



# CASINA VALADIER

## The venue of the Gala Dinner



# TIMETABLE

June

July

September

October

November

Project launch and  
press conference



Submission of  
proposals



Analysis of proposals  
and requests of  
additional information



Scientific committee –  
evaluation phase



Awards ceremony and  
gala dinner







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 media&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.

**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.





## CONTACTS

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For more info on the project, please visit [www.CorporateArtAwards.it](http://www.CorporateArtAwards.it)  
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