

INTESA  SANPAOLO

Museo del Risparmio – The Savings Museum

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The concept

- The Museo del Risparmio stems from the idea of creating a unique, innovative and entertaining place dedicated to children, young boys and girls and their families, where it is possible to approach the concept of saving and investments (real and/or financial) with a simple language and with technology tools that stimulate active participation by visitors. The aim is to put in place a knowledge and thinking process through hands-on experience. The ability to manage one's finances is essentially a matter of balance.
- The Museum's contents are historical and divided into themes. They can be enjoyed through the use of interactive media, games and other educational solutions that entertain by educating and amusing visitors.
- The Museum presents itself as a constantly evolving place, where the contents will be updated constantly thus enabling an ongoing exchange with visitors wishing to repeat the experience.

Project objectives

Disseminate the financial knowledge to help people make economic decisions in line with their financial position and life expectations.

MdR

MUSEO DEL RISPARMIO

Conoscere, capire, sperimentare.

Target

- The project is targeted at a diversified audience with differing requirements and levels of knowledge of the investment world.
 - Families
 - Children
 - Students
- For this reason, the museum's contents and tours are differentiated and cater for different interaction needs suited to each audience category.

Museum structure

- The Museum, located in Turin in via San Francesco d'Assisi 13, inside a historical building of the Group, is divided into 6 exhibition rooms:
 - Historical room
 - Themed room
 - Cinema room
 - Literature room
 - Interactive room

The Rooms- map of the museum



The Rooms – Historical Room



The Rooms – Historical Room

- The Historical Room, through a series of historic videos and cartoons starring two fun ants (the Museum's mascots), retraces a number of subjects including the birth of saving as an opportunity, the origin of currency from the Babylonians to the Greeks, the relationship between the value of the coin and coinage metal, the role of credit in ancient Rome, all the way to the Great Depression and the Bretton Woods agreements, to the dot-com bubble and subprime crisis.

- The room will also feature video stories told by some figures of the past who will be guiding visitors through a journey to discover:
 - The credit granting system and usury in the Roman world.
 - The financial activities of the Order of the Knights Templar and the transition to banknotes.
 - The birth of the first banker families in Florence.
 - The history of J.P. Morgan and its role in the resolution of the first financial "crisis" in 1907.

The Rooms – Themed Room



The Rooms – Themed Room

- This room will give visitors a chance to understand what the main financial activities are and how they work:
 - **Shares**
 - **Bonds**
 - **Derivatives**
 - **Insurance and pension funds**

but will mainly provide an insight into more complex issues such as the concepts of real rate of return and nominal yield, idiosyncratic and systematic risk, risk sharing, etc.

- In this case as well, the concepts are explained with simple yet effective examples using non-specialist language, through animations starring the mascot ants. Those who are interested can always get further information on the above issues by requesting additional material via e-mail.

The Rooms – Literature Room



The Rooms – Literature Room

- This room features "impossible interviews" to four writers (the number of writers is expected to increase at a later stage) who, through the works, have told a story on the relationship existing between money, people and society:
 - Dante
 - Shakespeare (The Merchant of Venice)
 - Moliere (The Miser)
 - Hemingway (various works)
- The work stations will be activated by visitors through a digital bookstand and the writers will come to life, speaking about the relationship with money and saving both from the point of view of their characters and their own personal standpoint.

The Rooms – Cinema Room



The Rooms – Cinema Room

- Audiences will be able to watch snippets of famous films dealing with themes relating to investments and finance.
- The films, selected in collaboration with the Cinema Museum of Turin, are broadcast randomly and accompanied by a short description to illustrate their meaning.

The Rooms – Interactive Room



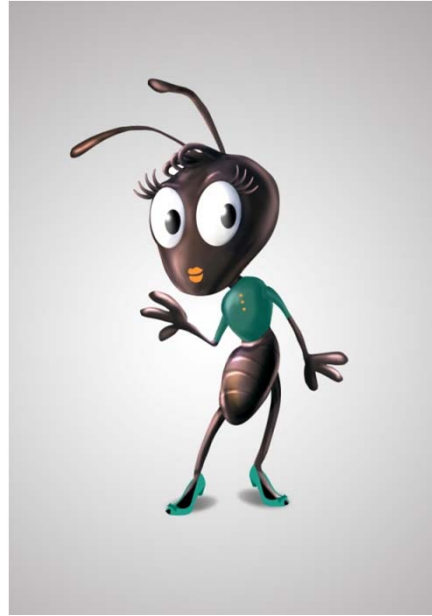
The Rooms – Interactive Room

- This room will give a chance to play, learn and experiment through a multisensory table that will make it possible to interact with other museum visitors and with virtual avatars.
- Youngsters and adults will have a chance to test what they have learned and understood during their visit by putting their skills to the test, individually or with other team mates, with interactive games and digital applications.
- The objective of the room is to make people understand what the practical consequences of their income management are. The choice between spending and saving is linked to the investment choice (between financial and real activities) which is in turn reflected on one's assets.

The Rooms – Interactive Room

- The level of difficulty of the games is diversified. Depending on their age, kids can:
 - understand how they can "earn pocket money" by doing odd jobs around the house and choose whether to spend it straight-away or save it so that they can buy something important that they want
 - put themselves in the shoes of a young entrepreneur dealing with a project to launch
 - act as a trader and monitor the effects of their investment choices
 - manage the needs of a family taking into account the impact on profit margins of the choices made by each family member
 - Adults can tackle more complex issues:
 - gain an insight into the relationship between risk, yield and diversification, thanks to a multiplayer game where users are immersed in a futuristic scenario.
 - represent one's needs and desires in an emotional way and include them in one's life plans by evaluating the effects deriving from the financial management style on personal balance.
 - Assess, through a tool called "financial planner", the consequences of their choices in the average life span, taking into account retirement options, the ability to save and one's own risk aversion.
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Brand Character



These are the museum's mascots