



A new website “Arte UBI Banca” has arrived to enhance the Bank’s artistic heritage. A dedicated Instagram channel @arteubibanca has also been launched.

The arte.ubibanca.com website promotes events, exhibitions and cultural projects either curated or supported by UBI Banca and it also displays an initial part of the Bank’s art collection. The website is accompanied by the Instagram channel @arteubibanca to increase opportunities for involvement by art lovers.

Milan, 24th October 2018 – The new website entitled Arte UBI Banca (arte.ubibanca.com) is now online. It is dedicated to art, enhancement of UBI Banca’s artistic heritage and art collection and to the promotion of the main cultural initiatives supported by the Bank.

Close attention to cultural projects and conservation of our artistic heritage form an integral part of the work UBI Banca does for the local areas and communities in which it has a greater presence. To achieve this the Group continuously supports numerous initiatives, mostly by means of sponsorships and making donations.

UBI Banca is also the custodian of a huge art collection composed of six thousand works created between the 15th and 21st Centuries originating from the collections of the various banks that have been merged into the Group over the years, in many cases, as with the buildings in which they are conserved, not on display.

The objective of the new website is on the one hand to “virtually open” the doors of the Bank’s premises to make this important artistic heritage available to everyone so that they can appreciate it and on the other hand to publicise the main cultural events and projects supported by the Bank.

The new website has been online since 6th October, the day on which the event *Invito a Palazzo* (invitation to the palace) was held, an annual occasion organised by the Italian Banking Association. This allowed over three thousand people to visit seven of UBI Banca’s historical buildings open to the public for the occasion and the works of art housed in them throughout the country. Furthermore, on 13th and 14th October UBI Banca took part in the “Autumn days” event of the *Fondo Ambiente Italiano* (FAI – Italian Environment Fund), by opening the *Palazzo Litta Modignani* in Milan to approximately 2,500 visitors.

By acting as a natural continuation of these initiatives, the Arte UBI Banca website makes this artistic heritage permanently accessible and also works as a mine and disseminator of information.

The first part of the website’s contents is dedicated to news. Here we find news and the latest information on shows, festivals, prizes and theatrical and musical appointments as well as other events of particular artistic interest, both local and national.

The second part is dedicated to UBI Banca’s art collection. The website contains historical and detailed technical notes together with photographs on 300 of the most important works in the collection, housed in the various premises of the Bank throughout the country and for the most part not otherwise viewable today.

The art collection can be “navigated” both on a chronological basis (with separate sections for the 14th and 15th Centuries, 16th Century, 17th Century, 18th Century, 19th Century, 20th Century and 21st Century) and on



a subject basis with the sections entitled *Historical Buildings*, *Historical Connections* and *Historical Archives* as well as by using a search engine.

The various sections and the relative context will be enriched in coming months with the arrival of detailed notes on most of the works, accompanied by new subject classifications and keys to understanding the works. An English-language version of the website is also planned.

The Bank's collection includes 14th and 15th Century frescoes, *Haute époque* sculptures, Brescia and Bergamo Renaissance paintings (Moretto, Savoldo, Romanino, Previtali), 17th and 18th Century Lombard, Roman and Neapolitan paintings (Legnanino, Vanvitelli, Caracciolo, Preti, Solimena, Giordano) and watercolours and paintings on canvas from different 19th Century schools and movements (Inganni, Fattori, Lega). The most remarkable section of the collection comprises 20th and 21st Century works which document the development of Italian and international art ranging from Umberto Boccioni to Alighiero Boetti, Anish Kapoor, Yan Pei Ming, Rudolf Stingel, Wolfgang Tillmans and Olafur Eliasson. The buildings in which the collections are housed also form part of the Bank's artistic heritage (designed by architects who include Giuseppe Piermarini, Marcello Piacentini, Gio Ponti, Luigi Caccia Dominioni and Vittorio Gregotti), together with their exteriors and interiors and their historical archives which include those of Monte di Pietà di Milano, Banca Popolare di Bergamo and Banca Etruria.

The Instagram channel @arteubibanca, conceived of and organised to render UBI Banca's world of art particularly "close" and almost "live", was launched at the same time as the website.

It gives people the chance to make a sort of virtual visit, post after post, of the works of art to allow a deeper knowledge of the collection to be gained, assisted also by educational contents. Thanks to photos, videos and "stories" (the latter visible for only 24 hours as Instagram prescribes), it narrates and enhances the variety of the Bank's artistic projects and increases opportunities to share them.

@arteubibanca is a contemporary channel, useful not only for attracting a young target public, but also for involving experts and art lovers who are particularly appreciative of cultural initiatives.

UBI Banca is currently working on the reorganisation of its artistic heritage in order to increase displays of it and opportunities for contact with society. The launch of arte.ubibanca.com and of the Instagram channel forms part of this mission. It is a commitment that arises from the knowledge that art is a vehicle for history and knowledge, a tool for stimulating the creativity of the younger generations and for including them.

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