

## **FONDACO FOR THE PROTECTION OF ITALIAN ARTISTIC HERITAGE**

We make the past and the future meet, by making art as an active role of the present

Fondaco Italia is a consulting firm that operates in the art field through the planning and management of restoration interventions, cultural activities and events. It acts as a link between public and private, by supporting the protection of Italian artistic heritage economically. In fact, it involves enterprises and encourages them to invest in projects that enhance art sites.

For Fondaco Italia art is a true value. It is a value from the past that we believe can play a role in the future's building, only if it has an active role in the cultural and economic development of the today's present. For this reason, we want to highlight the uniqueness of the Italian artistic heritage as an opportunity for enterprises, with a model that has no equal in the market and that makes companies' positioning an incomparable strength.

### **RESTORATIONS**

Thanks to its expertise and the direct contact with Institutions, Fondaco Italia identifies the artworks that most need a restoration. As the only contracting authority, Fondaco deals with the quantification of the necessary investment, the choice and coordination of restorers, the relationship between public administration and enterprises and it is responsible for the progress and finalisation of the work. Thanks to this format, unique in Italy of its kind, guarantees ensured costs and times. Moreover, through the organization of visits, events, educational activities with schools, the use of webcams inserted in the international Skyline Webcams platform, Fondaco Italia makes the restoration site accessible and alive throughout the whole duration of the works.

### **CULTURAL ACTIVITIES**

Art is a gift to be shared but it needs the support of people who make it usable. The aim is to bring the general public closer to art and culture, by giving life to the intense emotions that only the experience of beauty can give. Fondaco Italia takes care of all the phases: from the conception, to the creation, to the management of the project.

### **EVENTS**

Thanks to the elegance and the atmosphere that only art can reserve, Fondaco Italia organizes unique events in their kind. Our purpose is to create initiatives that can keep the places from the past alive, to make them again protagonists of today's present, in a coherent way and by respecting the values of their history.

### **EXPERIENCE**

Fondaco Italia was founded in 2004 and is based in Venice. More than 100 projects have been completed so far and more than 10 million euros have been raised for the benefit of the Italian artistic heritage. Over the years it has collaborated with enterprises from very different fields: from Hermès to Bulgari, from Conad to Coop Alliance 3.0, from Louis Vuitton to Ferrari, from Replay to Thun, from Pomellato to Telecom, from Bonduelle to Rigoni di Asiago, from Geberit to Mazda.

### **SOME RESTORATION PROJECTS**

Bulgari - the "Golden Stairs" of Palazzo Ducale in Venice  
Bonduelle – Church of the Artists (dome and sacristy) in Rome  
Rigoni di Asiago – the Jesuit Hall Palazzo di Brera in Milan  
Thun – the statues of the four prophets in the Basilica San Marco in Venice  
Geberit – the Comodo of Cosimo Palazzo Vecchio in Florence  
Telecom – the facade of Ca 'Corner della Regina in Venice  
Replay – the facade of Ca' Rezzonico in Venice  
Thun – the statue of St. John the Baptist in the Basilica of S.M. of the Angels in Rome  
Conad – the Greccio crib in the province of Rieti  
Coop Alleanza 3.0 – the Pala of Sant'anna with the child in the Cathedral of Matera

### **SOME CULTURAL ACTIVITIES**

Venice Pavilion - 54. Biennale d'Arte - "Mari Verticali" by Fabrizio Plessi  
San Gregorio Abbey Venice - "Gero qua" Canaletto  
Museum of the Duomo of Milan - "La Salute saluta il Duomo" Canaletto  
Venice Pavilion - 55th Biennale of Art - "Silk Map"  
Archi Papali Rieti - "Il cammino di Francesco" photographic exhibition by Steve Mc Curry  
Bevilacqua La Masa Venice Foundation "The Passion and the Vision"  
Venice Pavilion - 15. Architecture Biennale "Up! Marghera on stage "  
"Luce su Giovanni Bellini" celebrations for the 500th anniversary in Venice  
Archi Papali Rieti - "Re-birth" by Sidival Fila  
"From Greccio to Rieti, the valley of the first crib"

### **SOME EVENTS**

Bulgari - High Jewellery Event at Palazzo Ducale Venice  
Hermès - International seminar on creativity in Venice  
Thun - National corporate event at the Baths of Diocletian in Rome  
Vuitton - Opening event Pavilion Venice Giardini della Biennale  
Ferrari - Boutique opening event in Venice  
Caffè Florian - 290th anniversary Piazza San Marco Venice  
Pomellato - "10 years of Nude" Abbey of San Gregorio Venice  
Hermès - International strategic seminar - San Cassiano Alta Badia  
Replay - World Man and Woman Perfume Presentation Palazzo Ducale Venice  
Lvmh - "Serenissima Classic Run" from Montecarlo to Venice

**FONDACO ITALIA IS PARTNER OF**



**AND ASSOCIATED WITH**



CONFINDUSTRIA VENEZIA  
AREA METROPOLITANA DI VENEZIA E ROVIGO



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