

## FONDACO ITALIA

We build a **future** in which we make **art** an active part in the present of **companies**

Fondaco Italia is a consulting company for strategic communication that operates in the field of art and enhances the image of companies through the planning and management of events, exhibitions and restoration interventions throughout Italy. It acts as a link between public and private, with the aim of enhancing the positioning and reputation of companies that want to invest in the artistic heritage.

Fondaco Italia's integrated communication plans are developed on the basis of the specific business needs of each individual company, by defining and managing the most efficient project.

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 companies, with a model that has no equal in the market and that makes companies' positioning an incomparable strength.

### RESTORATIONS

Together with each company, after an analysis of the mission and the business objectives, Fondaco Italia identifies the most appropriate location and the kind of restoration.

#### Management

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 companies and it is responsible for the progress and finalisation of the work.

This format, unique in Italy of its kind, guarantees ensured costs and times.

#### Communication

The restoration site becomes an available location for all the communication initiatives of the company that finances the restoration. For the whole duration of the works and until the inauguration date, Fondaco Italia organizes corporate, external, internal and product promotion events. Moreover, during the whole duration of the project, it supports the client's communication staff through the planning of press office and media relations activities. Fondaco Italia makes the restoration site accessible, where allowed, and alive throughout the whole duration of the works, through the use of webcams inserted in the circuit of the international Skyline Webcam platform.

### EVENTS

Thanks to the elegance and the atmosphere that only art can give, Fondaco Italia organizes unique events identifying the most suitable location for each company.

#### Management

It studies and identifies the style and contents of the initiative based on the objectives and the clients' characteristics by identifying the location that best suits each company. It deals and manages the relationships with suppliers. Supervises both the organizational and the operational phases.

#### Communication

In accordance with the event's goal and in collaboration with the company's communication staff, Fondaco Italia designs and manages a communication plan dedicated to the event, where the activities are planned both inwards and towards the external.

## CULTURAL ACTIVITIES

For Fondaco Italia art is a gift to share, for this reason it designs and organizes cultural events, to which companies can set up alongside their own brand.

### Management

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.

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### Communication

Fondaco Italia guarantees maximum visibility of content and participation to each partner involved: thanks to the development of a capillary and constant communication activity, throughout the event and also through the study and creation of catalogues, that can be a memory of the initiatives.

## FEEDBACK ANALYSIS

Since the purpose of Fondaco Italia is to strengthen the positioning of the client, during the selection of projects we provide an estimate on the return on the company's image and visibility with respect to the identified targets in the communication objectives. Our data concern: the total number of people reached in the presence, the steps through webcam, the participants in the individual events, the contacts through the social networks and the media.

## EXPERIENCE

Fondaco Italia was founded in 2004 and is based in Venice. Over the years it has managed restoration interventions, events and cultural activities collaborating with companies 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. More than 100 projects have been completed so far and more than 7 million euros have been raised for the benefit of the Italian artistic heritage.

Fondaco Italia's projects allow a unique transposition of its kind:  
the value of the care of the artistic heritage  
moves to the brand, its products and the services of each client company.

FONDACO ITALIA IS PARTNER OF



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