



UNIPOL GROUP MAIN SPONSOR OF THE EXHIBITION “THE CINQUECENTO IN FLORENCE”

From Michelangelo and Pontormo to Giambologna

Starting on 21 September 2017, the masterpieces from an exceptional era of culture and intellectual flair will be on show in Palazzo Strozzi until 21 January 2018.

Bologna, 19 September 2017

The Unipol Group is main sponsor of the exhibition “*The Cinquecento in Florence*” which, from 21 September 2017 to 21 January 2018, will illuminate the halls of Palazzo Strozzi in the Tuscan capital.

Over 70 paintings and sculptures by 41 different artists will form a chronological and thematic tour, with sacred and profane works by the **great masters of the century such as Michelangelo, Pontormo and Rosso Fiorentino**, as well as by painters such as Giorgio Vasari, Jacopo Zucchi, Giovanni Stradano, Girolamo Macchietti, Mirabello Cavalori and Santi di Tito and sculptors such as Giambologna, Bartolomeo Ammannati and Vincenzo Danti.

The exhibition – made up of masterpieces from Italy and abroad, many restored especially for the occasion – is the final act in a trilogy of exhibitions held at Palazzo Strozzi, curated by Carlo Falciani and Antonio Natali, which began with Bronzino in 2010, followed by Pontormo and Rosso Fiorentino in 2014.

After supporting the major exhibitions dedicated to Salvador Dalí, Pablo Picasso, Auguste Renoir, Vincent Van Gogh, Claude Monet and Joan Mirò, as well as the recent show “*L’emozione dei colori nell’arte*” in Turin, for Unipol being a partner of this major cultural event is part of a sponsorship strategy that promotes art and culture as a key area of Group involvement.

“We strongly wished to be an active part of this outstanding exhibition, which represents the best of a remarkable season in Italian art and culture,” said **Alberto Federici, Head of Corporate Communication and Media Relations at the Unipol Group**. “Our support for the exhibition is solid

proof of the Group's wish to promote and make culture accessible to the general public, convinced of the profound social value of such events for the country and for all of us. Our decision to promote projects that embrace art and culture, as well as sport, scientific research, social utility and the environment is in line with the sustainability strategy of the Unipol Group, which aims to create shared value."

The exhibition opens new horizons on an era of great artistic proliferation, where visitors may view works never compared before – such as the unrepeatable correlation of the **Deposition** of Santa Felicità by Pontormo, the **Deposition from the Cross** of Volterra by Rosso Fiorentino and the **Deposition of Christ** by Bronzino from Besançon – and rediscover other masterpieces including the famous **Lamentation over the Dead Christ** by Andrea del Sarto and the River God by Michelangelo.

Because for the Unipol Group, thinking of people's future also means thinking of what they love: art.

un'iniziativa nell'ambito di



Unipol Gruppo S.p.A.

Unipol is one of the main insurance groups in Europe, with total premiums of roughly €14.8bn, of which €7.8bn in Non-Life and €7bn in Life (figures from 2016). Unipol adopts an integrated offer strategy and covers the entire range of insurance and financial products, operating primarily through the subsidiary UnipolSai Assicurazioni S.p.A., founded at the start of 2014 and a leader in Italy in the Non-Life business, particularly MV TPL. The Group is also active in direct MV insurance (Linear Assicurazioni), transport and aviation insurance (Siat), health insurance (UniSalute) and supplementary pensions, and maintains a presence in the bancassurance channel (Arca Vita Group and Popolare Vita Group). Lastly, it also operates in the banking realm through the network of Unipol Banca branches and manages significant diversified assets in the real estate, hotel and agricultural (Tenute del Cerro) sectors. Unipol Gruppo S.p.A. is listed on the Italian Stock Exchange.

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