

Turin, 13 March 2017

**UNIPOL GROUP MAIN SPONSOR OF THE EXHIBITION  
“L’EMOZIONE DEI COLORI NELL’ARTE”  
Klee, Kandinsky, Munch, Matisse, Delaunay, Warhol, Fontana,  
Boetti, Paolini, Hirst and many more on show**

**Four hundred masterpieces by over 130 artists will be displayed in Turin at the GAM  
and at the Rivoli Castle**

The Unipol Group is the main sponsor of the exhibition “*L’emozione dei colori nell’arte*”, on show at the *Manica Lunga* of the Rivoli Castle Museum of Contemporary Art and in the halls of the GAM Gallery of Modern Art in Turin.

Four hundred artists including Klee, Kandinsky, Munch, Matisse, Delaunay, Warhol, Fontana, Boetti, Paolini, Hirst, and many others from around the world dating from the late eighteenth century to the present day, will be on show from 14 March until 23 July 2017.

The exhibition is curated by Carolyn Christov-Bakargiev, Director of the Rivoli Castle and the GAM of Turin and by Marcella Beccaria, Elena Volpato and Elif Kamisli.

The group exhibition looks at **the history, the inventions, the experience and the use of colour** in art. A variety of stories and presentations of important works will address the use of colour from philosophical, biological and anthropological points of view as well as in terms of neuroscience.

By supporting this exhibition, the Unipol Group will be present at the GAM of Turin and the Rivoli Castle Museum of Contemporary Art, important cultural institutions open to a broad audience, meeting the demand for knowledge through permanent and temporary exhibitions, as well as through educational, communication and training activities.

After sponsoring a number of important exhibitions dedicated to Salvador Dali, Pablo Picasso, Auguste Renoir, Vincent Van Gogh, Claude Monet and Joan Miro’, participating in this major cultural event is part of Unipol’s sponsorship strategy, which focuses on art and culture as one of its main areas.

*“Our support for this prestigious exhibition,” said Pierluigi Stefanini, Chairman of the Unipol Group, “further confirms our wish to promote and make culture accessible to the general public, believing in the importance this has on the wellbeing of all. Unipol’s decision to support projects that embrace sport, scientific research, social engagement, the environment, art and culture is in line with our sustainability strategy, aims to create shared value.”*

The works on show come from the collections of the **Reina Sofia** museum in Madrid, **MNAM Centre Georges Pompidou** in Paris, the **Zentrum Paul Klee** museum in Bern, the **Munch Museum** in Oslo, the **Stedelijk Museum** in Amsterdam, the **Tate Britain** in London, the **AGNSW Art Gallery of New South Wales** in Sydney, the **Dia Art Foundation** in New York, the **Paul Guiragossian Foundation** in Beirut, the **Fondazione Lucio Fontana** in Milan, the **Cruz-Diez Foundation** in Paris, the **GAM and Rivoli Castle** in Turin as well as a number of private collections. The exhibition will display masterpieces by **Henri Matisse** (1869, Le Cateau Cambrésis, France – 1954, Nice, France), **Wassily Kandinsky** (1866, Moscow, Russia – 1944, Neuilly sur Seine, France), **Paul Klee** (1879, Münchenbuchsee, Switzerland – 1940, Muralto, Switzerland), **Giacomo Balla** (1871, Turin, Italy – 1958, Rome, Italy), **Edvard Munch** (1863, Løten, Norway– 1944, Oslo, Norway), **Luigi Russolo** (1885, Portogruaro, Italy – 1947, Laveno-Mombello, Italy), **Alexander Calder** (1898, Lawntown,

Swatara Township, Pennsylvania, USA – 1976, New York, USA), **Lucio Fontana** (1899, Rosario, Argentina – 1968, Varese, Italy), **Giulio Turcato** (1912, Mantua, Italy – 1995, Rome), **Andy Warhol** (1928, Pittsburgh, Pennsylvania, USA – 1987, Manhattan, New York, USA), **Damien Hirst** (1965, Bristol, UK), and many more.

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

#### Contacts

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