

Milan, 24 March 2016

MIRO' EXHIBITION IN MILAN: UNIPOL GROUP MAIN SPONSOR OF GREAT ART

Over one hundred masterpieces by the artist exhibited at MUDEC

The Unipol Group is the main sponsor of the exhibition *Joan Miró: the Force of Matter*, on show from 25 March to 11 September at MUDEC.

The exhibition – curated by the Barcelona Fundació Joan Miró, under the direction of Rosa Maria Malet in collaboration with Francesco Poli for Italy – is produced by 24 ORE Cultura – 24 Ore Group, and promoted by the Culture department of the Municipality of Milan.

With its support of this exhibition the Unipol Group will be present at MUDEC for the first time, the Milan's Museum of Cultures inaugurated last year and already an important cultural centre that has among its founding objectives the promotion of a public participation in the enhancement of the past, present and future heritage of the museum.

Over 100 artworks will be shown in a chronological order that reconstructs the activities of the artist, most coming from the collection of the Barcelona Fundació Joan Miró and the collection belonging to the family of the artist. The main focus is on the importance Miró always gave to the material, not only as a useful means of learning new techniques, but especially as an end in itself. Miró experimented with unconventional media and innovative procedures, breaking the rules so as to arrive at the very origins of art.

The exhibition *Joan Miró: the Force of Matter* for the Unipol Group represents a new extraordinary opportunity to confirm its commitment to the promotion and sharing of cultural initiatives aimed at an increasingly wide audience, supporting those who, in Italy, work towards making art masterpieces available to everyone.

After supporting important exhibitions dedicated to Salvador Dalí, Pablo Picasso, Auguste Renoir, Vincent Van Gogh and Claude Monet, for Unipol being a partner of this major cultural event forms part of a sponsoring strategy in which the promotion of art and culture represents a main area of intervention.

“Our support for this prestigious exhibition – stated Alberto Federici, Head of Communications for the Unipol Group – serves as further confirmation of our wish to promote and make culture accessible to the general public. Our presence here is part of our daily commitment, because we believe that doing business – and doing so successfully – means looking not only at economic aspects and profitability, which of course are crucial, but also cultural, social and environmental aspects. These are all important development factors since they represent the best way to meet the needs and requirements of individuals and the community.”

With its Corporate Sponsorship Program, the Unipol Group wishes to always remain close to the people and the community, supporting projects that embrace sport, scientific research and social engagement, the environment, entertainment, art and culture as in the case of this prestigious exhibition dedicated to Joan Miró.

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

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