

Cycle of exhibitions at the Centro Diagnostico Italiano - 2017



In 2017 Bracco Foundation, in collaboration with CDI-Centro Diagnostico Italiano, is organising two exhibitions in the Milan clinic which has long been also a place for exhibitions.

"Bracco is Culture - Fifty acts of corporate patronage" exhibition (December 2017 - April 2018), realized on the occasion of 90° Anniversary of Bracco Group, underline the contribution of private sector for culture. The exhibit recounts, through a series of photos over the last decades, fifty acts and projects of Bracco, expressing and encouraging talent to grow through areas such as Music, Painting, Architecture, Archeology, Theater, Dance, Literature and at the same time promoting Italian artistic heritage. *"Businesses today are less and less the insulated, mere places of production they once were. These days companies are actively engaged in society. Italian family-run businesses especially, large and small, are strongly connected to the territories where they set down their roots, and care about being agents of the protection and promotion of our cultural and artistic patrimony. My family has made a creed out of supporting culture. We have always felt a strong need to give back to the communities in which we operate, a part of what we have received as a company."* (Diana Bracco).

The "Ladies, prints and extravagances" exhibition (May 31 - October 30, 2017) is the result of a school-work alternation Project involving the Umberto Boccioni artistic high school, the Poldi Pezzoli Museum and Bracco Foundation, which fits perfectly with the mission of the foundation of favouring, through progettoDiventerò, young talents and

their entry into employment through highly diversified support initiatives. The work of the very young students of the Umberto Boccioni artistic high school in Milan, inspired by the masterpieces housed in the museum left to the city by Gian Giacomo Poldi Pezzoli, were developed starting from a fragment, a detail. This allowed the scholars of class 3B to get close to the works of art in the museum without being overawed, considering them an inexhaustible source of shapes, ideas and elements with which to create original images and compositions. Printing from matrices cut into linoleum allowed each one to create their own image, acquiring design, technical and executional competences. Through the experience of silkscreen printing, the individual parts came together in a graphic creation by several hands, in the symbolic image of the Museo Poldi Pezzoli, the Pollaiuolo lady, in an extravagant interpretation of the famous portrait.

The cycle of exhibitions in collaboration with the Centro Diagnostico Italiano (CDI) was inaugurated in 2010 and will give young people the chance to exhibit their creations and, at the same time, give staff and visitors of the Centre a chance to enjoy a cultural experience, in the conviction, supported by scientific evidence, that this helps improve the overall quality of life.