

“Donne e Motori” at CDI: a project against stereotypes



Centro Diagnostico Italiano (diagnostics centre) on Via Saint Bon is hosting an exhibition titled *Donne e motori? Gioie e basta'* [Women and motors? Joy and nothing else]

The project created by the Association of Friends of the Fratelli Cozzi Museum is made up of photographic portraits of Italian women renowned for their professionalism and expertise in various fields next to or in the seat of beautiful Alfa Romeo cars. The images send a powerful message countering female stereotypes.

Centro Diagnostico Italiano (CDI) is hosting the photographic exhibition “Donne e motori? Gioie e basta” being sponsored by Fondazione Bracco and put on by the Association of Friends of the Fratelli Cozzi Museum. Aimed at challenging outmoded attitudes, the exhibition communicates a clear alternative message and, especially, offers a fresh take on the relationship between women and cars.

In the public access areas of the CDI headquarters on Via Saint Bon in Milan are sixteen photographs of as many Italian women who are pictured next to or in the Alfa Romeo motorcars that are on display in the Fratelli Cozzi Museum of Legnano. The women, notable for their professional achievements and expertise, are part of the Woman In Power Movement, which was founded in 2008 to celebrate the daily life and activities of women.

The guiding idea behind the project is to present a fresh perspective on what women

are, what they do in their lives, and to draw attention to the great store of value that they represent. For even today there is a deep-rooted resistance to looking beyond the gender stereotypes that, being so damaging to women, must be countered at every level, including the cultural. This photographic exhibition by the Fratelli Cozzi Museum is a courageous act of cultural affirmation, in which it resembles the “100 Donne contro gli stereotipi” [“100 women against stereotypes”] project run by Fondazione Bracco, a cultural foundation whose leitmotif and theme since its inception in 2010 has been female empowerment.

The sixteen photographs are the work of the photographer and videomaker Camilla Albertini.

- Gaela Bernini, corporate social responsibility director of Bracco and general secretary of Fondazione Bracco.
- Elena Brogгинi, business leader, network manager, business coach and trainer in the tourism sector.
- Bianca Carretto, journalist, who has been writing about cars for *Corriere della Sera* for 40 years, is founder of the publishing house Crisalide Press, and originator of the editorial project “Chi è chi” [Who's who].
- Amanda Colombo, bookseller and moderator of cultural events.
- Daniela Colombo, municipal councillor in San Vittore Olona with responsibility for education, local policing and civil defence.
- Elisabetta Cozzi, chair of the Friends of Fratelli Cozzi Museum Association, and founder of the museum.
- Barbara Delfini, attorney-at-law at the Milan bar, former director of Fondazione L'Albero della Vita and former chair of Fondazione Sant'Erasmus.
- Maria Pia Garavaglia, politician, teacher, journalist, chair of Fondazione Palio di Legnano, former minister of health, chair and vice-chair of the Italian Red Cross (CRI), and the International Red Crescent, deputy mayor of Rome.
- Cristina Lazzati, journalist and managing director of *Mark UP* and
- Silvia Paganini, commercial and marketing director of Tacchificio Villa Cortese, chair of Gruppo Moda Confindustria Alto Milanese.
- Anna Prandoni, journalist, writer, editor of *Gastronomika*, food and wine expert.
- Giulia Scalfi, director of business operations & CFO of Western Europe region of Dell Technologies.
- Marinella Sciuccati, Italian and European duathlon champion from 2018 to 2022, European duathlon cross champion 2022.
- Chiara Taverna, literature teacher, board member of Associazione Prendiamoci Cura.
- Graziella Zambello, councillor and former chair of CIF, a voluntary association.

The project received support from Fondazione Comunitaria Ticino Olona and CIF Centro Italiano Femminile.

“Donne e motori? Gioie e basta” is an exhibition open to all at the CDI headquarters at no. 20 Via Saint Bon, Milan. It runs until 30 June 2023, and may be visited during ordinary CDI opening hours.

Monday – Friday: from 7 a.m. to 8 p.m.

Saturday: from 7 a.m. to 6 p.m.

Sunday: closed