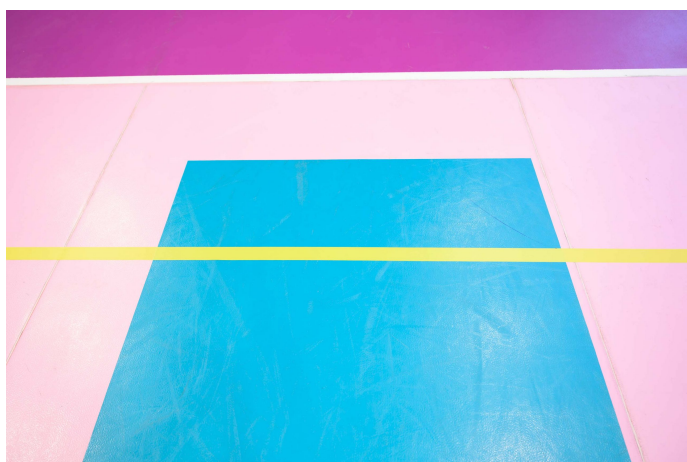


## The photographic exhibition “A life in sport. The faces and achievements of 100 female experts” [#100esperte]



Bracco Foundation presents a photographic exhibition in Milan: “A Life in Sport: The Faces and Achievements of 100 Female Experts”, sponsored by the Municipality of Milan and Fondazione Milano Cortina 2026. By showcasing the contributions of Italian women to the world of sport, the exhibition is an advertisement for gender equality and a rebuttal of the stereotypes that continue to limit female visibility.

The exhibition, brainchild of the Bracco Foundation, consists of pictures taken by Gerald Bruneau, a renowned photographer, which are displayed outdoors on Corso Vittorio Emanuele II (on the corner of Via Agnello, Milan). Free to the public, the exhibition is a gift to the City to mark women’s rights month.

The exhibition tells the stories of twenty extraordinary women who left an indelible mark on the sports landscape: medal-winning athletes, Paralympic champions, top sports executives, and activists for rights and inclusion. The photographs not only immortalize the women’s sporting and professional triumphs, but also their passion, their overcoming of challenges, and their positive impact on society.

The exhibition is part of “100 women against stereotypes (#100experts)”, a [project](#) designed by Osservatorio di Pavia and Associazione Gi.U.Li.A. (Association of women journalists) and developed by the Bracco Foundation. Based on a curated list of women professionals working in various fields, the project aims to raise their visibility to

counterbalance the media's tendency to seek out male voices.

Being part of a drive to raise public awareness of the need for the fair and inclusive representation of women in sport, the project is one of the elements of the Cultural Olympiad of Fondazione Milano Cortina 2026, a multidisciplinary programme of events in the run-up to next year's Winter Olympics and Paralympics.

The exhibition [was presented to the press and institutions on 19 February 2025 at Palazzo Marino](#), along with the results of a study into the media coverage of the Paris 2024 Olympics and Paralympics from a gender perspective, conducted by Osservatorio di Pavia and promoted by the Bracco Foundation and the International Olympic Committee.