

## **Sistema Impresa e Cultura**

### **Why to invest in culture**

Business and culture: an alliance that makes the difference in a time when corporate success is related to the capacity to stand out in the market and to inspire confidence in customers.

Choosing to invest in culture helps companies to:

- create a strong and well-defined positioning
- stand out from the competitors
- qualify and develop relationships with present and potential customers.
- promote solid links with the local community and the territory
- encourage the employees to feel proudly part of the companies
- stimulate corporate creativity

### **Who we are**

*Sistema Impresa e Cultura* is a non profit organization that aims to improve and promote cultural investments as a strategic choice and a competitive asset for Italian companies, creating a tissue of connections between people, companies and institutions.

The activity of *Sistema* is based on three different tools: a *Prize*, an *Observatory* and a *Forum*. The voices of the companies recorded by the Prize work as a compass that guides the Observatory in the processing of theoretical and practical knowledge to be spread and discussed in the Forum.

The experience of Bondardo Comunicazione and a network of international partners are the engine of this mechanism.

### **What we do**

Through the activity of the *Sistema*, culture and business meet each other and establish a planning dialogue, achieving competence, notoriety and authoritativeness among more and more diversified publics. Main interlocutors: companies, cultural institutions, local authorities. The role of *Sistema*:

- *for companies*, it is a point of reference to explore new methods of corporate behaviour and to turn cultural investment into a strategic asset for the company in relation to its competitive and relational capacity
- *for cultural institutions*, a source to understand corporate activities, methods and working rhythms, in order to start up and carry on profitable relationships
- *for public administrations and local authorities*, an input to interpret the role of "direction", essential for activating a system of benefits for territory and community

## **The three core tools of SISTEMA**

### **1. Premio Impresa e Cultura**

It is the national prize that since 1997 highlights every year those companies (of small, medium or big dimension) that choose a long-term cultural policy of investment, coherently with their corporate mission and producing value for themselves, their territory and the community.

More than 650 companies have taken part in the nine previous editions of the Prize, that has drawn an analytic and up-to-date map of culture and business cooperation in Italy.

It is a long voyage of discovery of many examples of farsightedness combined with passion and management.

The Prize can rely on long-term partnerships with the protagonists of the cultural, institutional and entrepreneurial world and gives visibility to the cultural enterprises in a network full of input, competences and international contacts.

Every year the award ceremony takes place in November in a different Italian city, with the purpose of focusing the most praiseworthy cultural and corporate contexts.

Venezia, Napoli, Firenze, Palermo and Milano are the places where the latest editions have been organized.

The winners of the previous eight editions are:

- 1997 - Zucchi
- 1998 - iGuzzini
- 1999 - Salvatore Ferragamo
- 2000 - Gruppo Teseco
- 2001 - Pitti Immagine
- 2002 - Azienda Ospedaliera Meyer
- 2003 - Gruppo Loccioni
- 2004 - Gruppo Ermenegildo Zegna
- 2005- Gruppo SmithKline

Enrolment procedure and application form at [www.impresacultura.com](http://www.impresacultura.com)

## 2. Osservatorio Impresa e Cultura

The Observatory is the lab of research, reflection and ideas. It focuses on corporate needs and contexts where culture can produce tangible effects. It aims to select with competence and timeliness among the available data those that really help to understand why in major countries culture has become a key factor to start up the energies of the territory.

The Observatory consists of:

- an **international network of experts** in cultural economy, territorial marketing, training, urban sociology.
- a **database** unique in Italy, composed of 800 firms related to cultural investment. It is essential to draw an up-to-date picture of corporate cultural investment in Italy, considering who, how and how much.
- **Collana Impresa e Cultura**, dedicated to who is interested in the opportunities offered by cultural investment. Every year Sistema Impresa e Cultura focuses on the themes indicated by companies and institutions analysed within the Collana publications.
- **publishing collaborations** with national newspapers such as Il Sole 24 ORE. L'Impresa, Il Giornale dell'Arte, Qui Touring, through magazines and extra information.

## 3. Forum Impresa e Cultura

It is a calendar of seminars and conferences organized all over the nation and aimed at opening a dialogue with local firms and systems: "raids" in the territory to catch in real time the needs and expectations of Italian firms. They are meant as occasions to spread the result of the Observatory and to discuss the latest trends and issues with the protagonists of the cultural, economical and corporate world in collaboration with industrial associations, universities and local institutions.

The two main sessions of the Forum will be organized on the occasion of the Prize presentation and the Award Ceremony.

## **International Partners**

CEREC

Comité Européen pour le Rapprochement de l'Economie et de la Culture

[www.cerec-network.org](http://www.cerec-network.org)

Arts & Business

(United Kingdom)

[www.AandB.org.uk](http://www.AandB.org.uk)

Australia BusinessArts Foundation

(Australia)

[www.abaf.org.au](http://www.abaf.org.au)

IWK

Initiativen Wirtschaft für Kunst

(Austria)

[www.iwk.at](http://www.iwk.at)

Fondation Prométhéa

(Belgium)

[www.promethea.be](http://www.promethea.be)

Business for the Arts

the Council for Business and the Arts

(Canada)

[www.businessforarts.org](http://www.businessforarts.org)

NyX

Danish Forum for Arts and Business

(Denmark)

[www.nyxforum.dk](http://www.nyxforum.dk)

ADMICAL

Association pour le Développement du Mécénat Industriel et Commercial

(France)

[www.admical.org](http://www.admical.org)

AKS

Arbeitskreis Kultursponsoring

(Germany)

[www.aks-online.org](http://www.aks-online.org)

Summa Artium

(Hungary)

[www.summa-artium.hu](http://www.summa-artium.hu)

Business2Arts

(Ireland)

[www.business2arts.ie](http://www.business2arts.ie)

Kigyo Mecenat Kyogikai

Association for Corporate Support of the Arts

(Japan)

*sistema*



IMPRESA e CULTURA  
X edizione

[www.jpan.org](http://www.jpan.org)

KOBICA  
The Korean Business Council  
(Korea)  
[www.mecenat.or.kr](http://www.mecenat.or.kr)

Forum for Kultur og Næringsliv  
(Norway)  
[www.kulturognaringsliv.org](http://www.kulturognaringsliv.org)

Fundacao Luso-Americana para o Desenvolvimento  
(Portugal)  
[www.flad.pt](http://www.flad.pt)

BASA  
Business & Arts  
(South Africa)  
[www.artslink.co.za](http://www.artslink.co.za)

Föreningen Kultur och Näringsliv  
(Sweden)  
[www.kultur-naringsliv.se](http://www.kultur-naringsliv.se)

Kunst en Zaken  
(The Netherlands)  
[www.kunst-en-zaken.nl](http://www.kunst-en-zaken.nl)

Arts & Business Council Inc.  
(United States)  
[www.artsandbusiness.org](http://www.artsandbusiness.org)

Business Committee For the Arts  
(United-States)  
[www.bcainc.org](http://www.bcainc.org)

The Felix Meritis Foundatio  
(The netherlands)  
[www.felix.meritis.nl](http://www.felix.meritis.nl)

Istambul Bilgi University  
(Turkey)  
[www.bilgi.edu.tr](http://www.bilgi.edu.tr)

Montalvo Arts Center  
(California – USA)  
[www.montalvoarts.org](http://www.montalvoarts.org)

Stanford Humanities Lab – Stanfod University  
(California – USA)  
[www.stanford.edu](http://www.stanford.edu)

### **Editorial works**

Collana Impresa e Cultura

- *La defiscalizzazione dell'investimento culturale. Il panorama italiano e internazionale.*  
In collaboration with Osservatorio Impresa e Cultura, Sipi Editore, 2002;
- *Cultura e competitività. Per un nuovo agire imprenditoriale.*  
In collaboration with Osservatorio Impresa e Cultura, Rubbettino Editore, 2003;
- *Impresa e arti visive. Dalla sponsorizzazione alla progettualità.*  
In collaboration with Osservatorio Impresa e Cultura, Ibis Edizioni, 2004;
- *Relazioni vincenti: conquistare le imprese oltre lo sponsor. 30 istituzioni culturali italiane raccontano come.*  
In collaboration with Osservatorio Impresa e Cultura, Editore Sipi, 2005.

### **Promoted by**

Confindustria  
ICE- Istituto nazionale per il Commercio Estero  
Regione del Veneto

### **In collaboration with**

Intesa Sanpaolo  
De Agostini Periodici  
Enel  
Gioco del Lotto – Lottomatica  
Hay Group  
Il Giornale dell'Arte  
Il Sole 24 ORE  
Microsoft Italia  
RCS Periodici  
Touring Club I

### **Under the patronage of**

Presidenza del Consiglio dei Ministri  
Ministero degli Affari Esteri  
Ministero delle Infrastrutture  
Ministero per i Beni e le Attività Culturali

### **International Partners**

Arts & Business  
CEREC – Comité Européen pour le Rapprochement de l'Economie et de la Culture

Premio Impresa e Cultura was given a special mention by the Italian President

*Sistema Impresa e cultura*  
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