



PRESS RELEASE

PIAGGIO FOUNDATION wins the prestigious award CORPORATE ART AWARDS for the “Best involvement of Social Media”.

The name of the first place Corporate Art Awards winner has been confirmed. These are the awards that identify, foster and promote excellence in collaboration between the business and the art world on an international level that will be announced in Rome on 23 November **in the presence of Minister Franceschini** at the Ministry for Cultural heritage and Cultural Activities and Tourism.

The **Piaggio Foundation** won the first prize for “**Best involvement of Social Media**” receiving the most votes with 935 "Likes". On the podium in second place is the Potanin Foundation followed by IKEA.

Beginning from September, the website www.pptart.net/participants hosted the online voting campaign for the best Corporate Art project to be selected from those presented by the **80 participating companies from more than 22 nations**. Each company was able to involve its own employees, Facebook followers and Twitter followers, inviting them to express their appreciation with a "Like" by 10 November. The initiative had an international response, receiving more than **10,000 "Likes"**.

In the area of its cultural project, the Piaggio Foundation hosts temporary exhibits and shows of great artists from the past, contemporaries and up-and-coming young talent, also involving them in educational and scholastic projects. Thanks in part to this collaboration, over time, the Piaggio Foundation has acquired a rich collection of paintings, sculptures and installations, including the numerous vehicles that are part of Piaggio history, interpreted or painted by artists, the most famous and prestigious of which is undoubtedly **the Vespa that was decorated by Salvador Dalì in 1962**. These works are on display at the Piaggio Museum, along with the collections of Vespa, Ape and Gilera the form a suggestive bond between science, technology, art and style.

Davide Zanolini, Piaggio Group Marketing and Communication Director commented: “The Piaggio Foundation represents the values of our brands for which it not only holds the historical record, but it also expresses the bond of affection that millions of people have for them and the spirit that drives them. This recognition rewards our efforts and makes us particularly proud.”

“We are very pleased that the first prize awarded in the 2016 Corporate Art Awards goes to a company that has always been a symbol of Italian design in the world and that has developed one of the richest and most charming corporate museums over the years” said **Luca Desiata, Professor of “Corporate Art” at the Luiss Business School and founder of pptArt**. “Now the curiosity is even greater: who will be the next winner? The wait is almost over. There are still a few days left and then on 23 November we will know which other companies will be awarded.”



pptArt is a media&communication agency that works exclusively with artists. It has a crowdsourcing platform with more than 3,000 artists from 72 different countries. In 2015, it organized the first "Corporate Art" show at the GNAM in Roma. pptArt works for important clients on an institutional and corporate level: FAO, United Nations for Expo 2015, American Express, Enel, etc. <http://www.pptart.net/participants>

The **Piaggio Foundation** is a mixed private-public non-profit organization, founded in 1994 to promote synergies between companies, culture and the territory. Its headquarters are in Pontedera, in what were the oldest Piaggio garages, now skilfully restored. The Foundation manages the Piaggio Historical Archive, one of the most important corporate archives in the world, and the Piaggio Museum which, opened in 2000, receives more than 50,000 visitors/year. A large portion of the exhibition space is dedicated to the history of Vespa, an Italian style icon of which the museum possesses the most important collection in existence, including factory and competition vehicles, as well as several one-of-a-kind units.

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