

Cycle of exhibitions at the Italian Diagnostic Centre – Year 2016



In 2016 Bracco Foundation and CDI - Italian Diagnostic Centre organized two exhibitions dedicated to female universe, to its energy and creative vitality. The world of women is complex and diverse, depending on geographic areas, social background, cultural habits; women are constantly in motion, or rather, in action, all over the planet. The exhibition

"WOMEN IN ACTION", inaugurated in May, is the result of a photo competition between the employees of the companies of the Bracco Group, in Italy and in the world: each participant took part in the competition with an actual shoot, which immortalised one of the countless "actions" for women. An expert jury selected the 40 photographs that form the exhibition, with images coming from 7 different countries (Italy, USA, Germany, France, Switzerland, Great Britain and China), that presented an overview of extremely diverse "energy of women": from sports to travel, from work to times of family tenderness, from volunteering to the younger generations. The exhibition "DONNAVVENTURA - Women in Action" is inspired by a television programme, on air since 1989, and displays from December 15, 2016 to April 30, 2017 a selection of the finest images from expeditions, all by women, around the world, with exotic scenery and encounters with local populations, that gave participants a chance to face challenges and learn practical and professional, and in some cases interior skills. The cycle of exhibitions in collaboration with the Centro Diagnostico Italiano (CDI) was inaugurated in 2010 and will give young people a chance to show their creations and, at the same time, give staff and visitors in the Centre the chance to enjoy a cultural experience in the conviction, supported by scientific evidence, that this helps to improve the quality of life.