

Fondazione Bracco lends its support to Piano City project



Fondazione Bracco is delighted to have been the institutional partner for the tenth edition of the Piano City Festival, a celebration of musical culture held in Milan in June 2021, and in Palermo in September of the same year.

Music is a universal language that transcends all barriers of culture, place and time. We have always placed our faith in the ability of music to give sonic expression to the invisible inner forces that animate our lives. Italy has made huge contributions to the world of music, not only through its composers and musicians, and not only through the superlative musical education provided by Italian academies and conservatories, but also through its artisan instrument makers, who have preserved their highly specialized knowledge, craft and construction techniques.

Apart from celebrating this heritage, the purpose of Piano City is to support young musicians, offer the citizens of Milan and Palermo a programme of musical events, and strengthen the cultural bonds between the two cities.

In addition to sponsoring the Festival in Milan as a whole, Fondazione Bracco also promoted in particular a concert held on 25 June 2021 in Baranzate, a municipality on the outskirts of Milan that has been the beneficiary of a programme of social inclusion. The concert was part of a series of cultural activities for urban peripheries organized by Fondazione InOltre.

For the festival in Palermo, Fondazione Bracco specifically supported concert recitals held on Saturday 25 September 2021 at UNIPA, the city's main university.

The cultural event took place at emblematic sites in these two Italian cities. Fondazione

Bracco's decision to sponsor the initiative was based on our belief that music can serve as a catalyst for inclusiveness and as a driver of collective growth.