

## Our anniversary book “10 voices for 10 years: Words that impact”



The book “10 voices for 10 years: Words that impact” is an original work conceived by Bracco Foundation to celebrate its first 10 years of activity, giving voice to the principles that inspire us in our cultural, scientific and social commitment.

Culture, science, art, music, talent, women, solidarity, sustainability, knowledge and thought are the 10 words that represent not only our “essential encyclopedia” but also fronts of collective commitment for the future.

These words have been entrusted to personalities from the worlds of culture, art and science so that, through the narrative of their experience and thinking, they can offer a vision that is personal and at the same time universal on these topics. The valuable reflections deriving from them trace a path for exploring in depth this vast territory and so contribute to a new view of the world.

Contributions by: Massimo Cacciari / *Thought* Riccardo Chailly / *Music*, Cristina Mesa / *Knowledge*, Frédéric Olivier / *Talent*, Don Paolo Steffano / *Solidarity*, #100esperte STEM / *Woman*, Ersilia Vaudo Scarpetta / *Science*, Gianvito Vilé / *Sustainability*, Rossella Vodret / *Culture*, Annalisa Zanni / *Art*.

The book, published by Il Sole 24 Ore, edited by Nicoletta Polla-Mattiot and Cecilia Soldano, is enriched by illustrations by Irene Ghillani @operailustration and the graphic project is by Fabrizia Monticelli.

"10 voices for 10 years: Words that leave a mark" will be in bookshops and digital stores from December 10, 2020.

"Words are transitive, they create relationships among people. They are windows, they connect inside and out. And they are bridges that shorten distances. The only way to change the world is to start imagining it is different. From here there started a project that is a great choral work, where every word is first of all the personal story, that narrates a collective "Once upon a time". (Nicoletta Polla-Mattiot)

"We often give the task of remembering to recurrences and anniversaries. But the role of memory is not just to recall the successes of the past but also to give us a compass to charge the right course for the future. For this reason we have conceived this book as a kind of small "encyclopaedia" composed of the reflections of 10 illustrious friends on 10 words that best represent Bracco Foundation. Key concepts that since 2010 have guided our decisions and will continue to inspire our work also in the future." (Diana Bracco)