



Press release

CREATION OF THE BRACCO FOUNDATION FOR THE ARTS, SCIENTIFIC RESEARCH AND SOCIAL SOLIDARITY

Initial projects will include aid for the earthquake victims in Haiti; the restoration of the Gallery of Alexander VII at the Quirinale Palace; sponsorship for the exhibition “Views of Venice: Canaletto and his rivals” at the National Gallery of Art in Washington; and an initiative to raise awareness of the importance of disease prevention and early diagnosis for women

Milan, 5 February 2010 – The Bracco Foundation, an important new body in Italy’s cultural community, was presented today in Milan at an event attended by the Mayor of Milan, Letizia Moratti, and numerous personalities from the arts and institutional circles, including Lorin Maazel, Luigi Luca Cavalli Sforza, Arnaldo Pomodoro, Maria Benedetta Donati and Livia Pomodoro.

“This new corporate foundation traces its origins to the heritage of values built up in more than 80 years by the Bracco family and by our industrial group,” said President **Diana Bracco**. “The element that makes family firms unique is that they express the ambition of an entrepreneur to look beyond the business dimension and build a life project comprising a genuine personal story, the story of a family. This is why I believe that family firms have a quality, a lifeblood that gives them something more: a soul. The Bracco Foundation wants to preserve that soul and pass it on to the new generations.”

The Foundation, which will have a strong international profile, intends to promote the advancement of Italy’s national cultural, historical and artistic heritage; develop environmental awareness; promote scientific research and healthcare; support professional training for young people; develop social welfare initiatives to contribute to the collective good.

In each of its macro-areas – “science”, “society”, “culture” – the Foundation will work on concrete projects inspired by the tangible and intangible values established by the Bracco company and its leaders from generation to generation: a responsibility ethic, a sense of duty, the pursuit of quality and excellence, a commitment to continuous innovation, attention to people, close ties with local communities.

“These are the typical values of the best tradition of family enterprise,” observed **Diana Bracco**. She added: “I am also happy to say that today in Rome, the President of

Confindustria, Emma Marcegaglia, is holding a press conference to present the programme of events celebrating the centenary of our organisation, established in Turin on 5 May 1910. Like the creation of the Bracco Foundation, these celebrations will be an historic occasion to raise general awareness about the positive role of our companies and the strong ties that exist between the country and its production sector.”

In the science area the Bracco Foundation will give priority to biomedical sciences, to help improve the quality of life with innovative approaches and solutions. Special attention will be devoted to areas such as diagnostic and preventive medicine, personalised medicine, studies of the interrelations between healthcare and socio-cultural issues. The “gender question” – attention to women’s issues in social, economic, political and medical areas – will be a core mission of the new foundation.

One of the first initiatives, to be presented on 8 March in cooperation with Prof. Giovanni Simonetti (senior consultant of Diagnostic Imaging at the Tor Vergata Polyclinic in Rome), will focus on the importance of disease prevention and early diagnosis for women.

A second project will be concerned with development of a database on strategic clinical issues: the Foundation intends to support the creation of an IT system and network to collect significant clinical data for the study and treatment of diseases of particular interest.

In the social area the Foundation will promote operational projects, particularly in the poorer areas of the world, where, in addition to providing aid, real and distinctive added value can be created through know-how and scientific contributions.

In response to the tragedy in Haiti, for example, the Bracco Foundation was one of the first organisations to help the population by sending important consignments of drinking water and a desalination plant.

Elsewhere, together with a team of heart surgeons from the New York Presbyterian Hospital, Bracco and Children’s Heartlink support a programme providing staff training and assistance for patients at the Jilin Heart Hospital in Changchun, in China’s Jilin Province. This initiative aims to help more than 12,500 children with congenital heart disease.

In the cultural area, the first important project supported by the Foundation relates to its partnership with Italy’s highest institution: the Presidency of the Republic. In 2010, in connection with the celebrations for the 150th anniversary of the unification of Italy, the Foundation will sponsor the project for the restoration of the Alexander VII Gallery at the Quirinale Palace in Rome, the official residence of the President of the Republic: the aim is to return the Pope’s Gallery, one of the finest examples of Italian Baroque, to its original splendour. The restoration work will be conducted by the Historic Artistic Superintendency for the Rome Museum Centre, beginning in the autumn of 2010 and due for completion in 2011.

Another important Italian and Milanese institution supported by the Foundation is the Philharmonic Orchestra of La Scala opera house. This historic partnership, initiated as a result of Diana Bracco’s special ties with music, was the premise for the idea to celebrate the Foundation’s official debut with an Extraordinary Philharmonic Concert conducted by Alexander Lonquich, on Sunday 7 February 2010 at La Scala.

On the international stage, the Foundation is the Main Partner of the exhibition “Views of Venice: Canaletto and his rivals”, opening at the National Gallery of Art of Washington in February 2011. The exhibition will also examine the “scientific” techniques used by the artists – from dark rooms to a variety of optical instruments – as another instance of how science and art come together.

The Bracco Foundation President is Diana Bracco, flanked by a Steering Board, including the Vice President Gemma Bracco and some younger members of the Bracco family, and a Management Committee. An Advisory Board brings together a number of distinguished figures from the Italian and international arts and science communities.

The Foundation headquarters are in Milan, Via Cino del Duca 8, in Palazzo Visconti, architecturally and historically one of the city's most important buildings. In addition to the Foundation offices, the building houses the Teatrino, built by the duke Giuseppe Visconti in the early 1900s and recently restored to its original grandeur.

Although the Foundation also has branch offices in Rome and New York, it will, as **Diana Bracco** explained, have "a special relationship with the city of Milan, in consideration of Milan's role in Italy and in Europe, and of its standing as an open, international city, a position it will powerfully re-affirm as the host of Expo 2015."