

LIVELY INTEREST IN CONTEMPORARY ART: ITALIANS AND ART

The results of the ISPO survey: Italians have discovered contemporary art

9 million people are interested in contemporary art in Italy and nearly 5 million would like to buy an artwork. The sector mainly attracts young generations and has an enormous growth potential.

This emerged from the survey conducted by ISPO on Terna's behalf on the perception that the Italians have of art, particularly contemporary art. **The results were revealed during the launch of the Terna Award, an important Italian project that supports Italian contemporary art and artists.**

Surprisingly, **art and the interest in art (57%), are addressing not only the past but also the future and the young generations.**

Furthermore, 71% of those interviewed by Professor Mannheim's Institute considers art important as well as enhancing famous and emerging artists as Italy's cultural heritage: a large number, 34 million people, that demonstrates a deep knowledge and attention towards this sector.

According to the survey conducted by the Institute for the Public Opinion, 44% of Italians still considers contemporary art accessible only to connoisseurs, however, over 6 million people do not consider it a niche sector. **28%, over 14 million, visits exhibits and art events.** It is an extraordinary potential market, an interest that largely overcomes expectations.

Additionally, 34% of Italians believe that the sector of contemporary art must be supported both by the Government and by private companies.

One Italian out of three states he is interested in art in general and one out of five in contemporary art. This is particularly a young public and with a medium-high educational level. Art is mostly known by the population through two means: art exhibits and television shows that are watched by 30% of the Italians.

Concerning focus on contemporary art, as we said, 18% of the population is interested in this sector. In this case, too, the interest is higher mainly among the youth and those with a medium-high level of education.

10% of the population is interested in buying a contemporary artwork, now or in the future; the percentage significantly increases among those who are interested in this type of art (32%). Even in this case, the potential public is quite widespread. Among those who would like to buy a contemporary art work, positive meanings are associated to owning an artistic object, particularly for personal satisfaction and for its beauty.

Over 90% of those interviewed does not spontaneously associate the contemporary art world to the business one. However, over 16 million people believe that contemporary art must be supported both by the Government and by private companies. Therefore, these two figures allow forecasting a huge growth potential both in the relation with these two sectors and in their interconnection, benefiting mutual development.