



## Flavio Cattaneo, Terna's CEO

The Terna Award is not merely a competition, but a great Italian project supporting contemporary art and artists. For the first time, a company is attempting to interconnect art, economy and society through innovation. In order to do so, we have not chosen just a sponsorship, but have decided to directly invest in our own project.

**We believe that when a company such as Terna has such a strong impact on the territory and the environment, it has the duty to restore value to the territory.** We try to do so every time it is possible: in developing and maintaining the electricity grid, in removing 1,200 km of obsolete lines in the next few years; in building new pylons and structures for which we have requested architects and designers, through an International bid that will be closed within this year, to design new ones having the lowest possible environmental impact. Within the year, Terna will also build an electricity line approximately 8 km long in Tuscany, a region rich in art and culture, with pylons designed by Norman Foster.

We are bringing an idea, our industrial expertise, that of energy transmission, which has become the conceptual metaphor for the Award and its inspiring theme. We have found open doors: support, appreciation and availability.

How can we meet this availability? In many different ways: by supporting contemporary arts, promoting artists, particularly young ones, supporting companies. Today, Terna has taken on an important and ambitious commitment by launching this Award that wishes to support contemporary art together with the Ministry for Cultural Heritage.

How?

**By encouraging a circuit of emerging talents, enhancing the role of artists as professionals, connecting their creativity and energy with the entrepreneurial world, with the purpose of spreading and supporting the importance of art.**

In order to do so, we created the Terna Award based on new strong elements:

- first of all, I am referring to the importance of presenting Italian artists to the country and to the world, through the presence in the Jury and in the Committee of Honor, of prestigious representatives from the art and cultural worlds, from the economic sector and the institutions both nationally and internationally. We called on representatives from different sectors with the objective of having contemporary art emerge from the confines of art and experts.

- by dividing the award into three categories, the sector has been completely involved and this has highlighted the capacity for integrating the many different experiences. The well-known artists represent the supports, the "pylons" of the Award while the emerging ones are the new energy.



- I am referring to the idea of developing a survey to collect the opinions of Italians on these topics and create moments of reflection so that the public will have a greater awareness of specific situations and overcome common clichés linked to contemporary art.

Lastly, I would like to mention the important support, also in economic terms, of this Award. This is a strong sign that expresses our corporate social responsibility plan since the larger part of funds intended for the Award are aimed at supporting cultural and artistic projects and initiatives, in addition to the artists themselves.

The initiatives will be identified together with the Ministry for Cultural Heritage and Activities and other Institutions, also local, that make the artists the true protagonists of this ambitious project for enhancing and promoting the growth of Italian culture.

We know a lot about energy because we transmit it to the country... and we are learning to feel how much energy flows in the world of contemporary art. We wish to enhance it. We wish to create a network for it and have it grow.