



PRESS RELEASE

Memorandum of Understanding signed between the Ministry for Cultural Heritage and Activities and TERNA

Rome, October 8, 2008 – The Minister for Cultural Heritage and Activities, Sandro Bondi, and TERNA National Electricity Grid's CEO, Flavio Cattaneo, signed today a memorandum of understanding for promoting and enhancing Italian contemporary art. It is the first memorandum of understanding signed between the Ministry and a private company for contemporary art.

Minister Bondi stated *“The agreement between a public body and a private company demonstrates how, in our country, a new cultural phase is occurring, a new awareness of the role that culture and arts may play in Italy's development. Establishing virtuous synergy allows to protect our extraordinary artistic heritage and preserve it; however, it also allows to promote and support contemporary art to ensure the future generations a sign of our civilization through the artworks of contemporary artists in every field. Culture represents one of the most important investments for a new future and for supporting the young by providing new and concrete opportunities for expressing themselves and for establishing contacts with the contemporary art world.”*

The memorandum of understanding signed today has among its aims the organization within a three year period of a series of initiatives aimed at structuring, promoting and creating activities in support of contemporary art with the objective of having the excellence and creativity of artists emerge, particularly young artists. The first initiative is the Terna Award, a competition organized for promoting contemporary art and enhancing its resources. The award is divided in three categories which involve both established and emerging artists and will create an opportunity for new talents to emerge; it will also promote the role of artists as the development and search engine for new creativity. Terna will devolve part of the final award to a cultural project identified in collaboration with the Ministry.

The agreement proposes, as a second initiative, a well structured project for promoting and enhancing the future National Museum of the Arts of the 21st century, MAXXI, through activity focused on general promotional events for art and architecture of the 21st century as well as specific events by sponsoring and promoting artistic projects. For 2008, the first prize of the Terawatt category of the Terna Award, that is devoted to established artists, will be devolved to building the documentation center of the MAXXI museum.

The joint activities between institutional authorities and companies that are expressed in the memorandum of understanding include initiatives aimed at drawing citizens closer to museums and art, in particularly contemporary art, by spreading the knowledge of artistic works and artists through innovative communication activities. For this purpose, the third initiative was created: Terna will act to promote contacts between its stakeholders and national museums and exhibits in collaboration with AMACI – the association of public museums for contemporary art.

“This agreement – remarked Terna's CEO Flavio Cattaneo – marks the beginning of an important collaboration between the public and private sectors for developing within three years joint initiatives for supporting contemporary art in Italy, first of all, the Terna Award. We are very proud to collaborate with the Ministry for Cultural Heritage, the most important institution devoted to our country's cultural development based on establishing a strong interconnection between the worlds of art and industry, also as an informative tool. This important occasion also creates an opportunity for returning value to the territory in which a company like Terna operates.”