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## TERNA TRANSMITS ENERGY TO THE COUNTRY AND... TO CULTURE

This year, Terna launched **THE TERNA AWARD FOR CONTEMPORARY ART**, an important Italian project to support art and its protagonists. The company that owns and manages the National Transmission Grid, created a unique competition in the national cultural scenario, open to both well established and emerging artists. The Award proposes a strong synergy between companies and the cultural world, and, therefore, an original avant-garde neo-patronage aiming at cooperation between artistic research, the economic world and society. A “response from companies” to the huge creative and participatory potential of artists in our country.

“**Transmitting energy: a contemporary metaphor**”: this is the Award’s subject, based on Terna’s values and activity, on which the artists are called to express their creativity through painting, photography, elaborations and light-boxes.

**Gianluca Marziani** and **Francesco Cascino** are the curators of the Award.

The competition is structured based on three categories: the **Terawatt** category, which includes well established artists at national and international level; the **Gigawatt** and **Megawatt** categories which include respectively under 35 and over 35 artists. Furthermore, an “Online” award was also established, which will be assigned on the basis of a public voting in the website [www.premioterna.it](http://www.premioterna.it) where the public can choose the artwork they prefer. The total prizes amount to **150 thousand euros**.

This is the first time that a company launches a well structured proposal to interconnect art, economy and the society, thus offering the possibility for talents to emerge, enhancing the role of artists as professionals and linking their creativity and energy to the entrepreneurial system. Additionally, web voting aims at involving the public, by strengthening the link between the artistic language and the visual listening capacity of the public.

In agreement with the Ministry for Cultural Heritage and Activities, the competition will concretely support a cultural initiative, by devolving the prize of the Terawatt category which is reserved to well established artists who, in this way, become the protagonists, together with Terna, of the ambitious project of enhancing Italian art.

The Committee of Honor of the Terna Award is chaired by the Minister for Cultural Heritage and Activities, **Sandro Bondi** and is formed by important representatives from institutions and the cultural and business world: **Domenico De Masi**, University Professor and Chairman of the Ravello Foundation; **Massimiliano Fuksas**, architect; **Emma Marcegaglia**, President of Confindustria; **Fernanda Pivano**, writer and essayist.

The competing artworks will be examined by a Jury formed by important representatives from the art and the economic world; the Jury will be chaired by a Board formed by **Luigi Roth** and **Flavio Cattaneo**, in addition to **Alberto Alessi**, designer; **Davide Blei**, Director of Contemporanea-Associazione Collezionisti Milano; **Silvia Evangelisti**, Art Director of Arte Fiera in Bologna; **Giovanni Giuliani**, President of Macro Amici; **Gianfranco Maraniello**, Director of the MAMBO Museum in



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Bologna; Cristiana **Perrella**, Curator of the Contemporary Arts Programme of the British School in Rome; Thaddaeus **Ropac**, owner of galleries in Paris and Salzburg; Paolo **Sorrentino**, film director belonging to the new movie generation; Beatrice **Trussardi**, President of the Foundation Nicola Trussardi; Julian **Zugazagoitia**, Director of the Barrio Museum in New York.

The Award was launched on last July in Rome in the MAXXI's construction site, the future National Museum for Arts of the 21<sup>st</sup> century, which represents a symbol of innovation and of the role that contemporary art is playing in the present society. The Minister for Cultural Heritage and Activities, **Sandro Bondi**, attended the event, together with **Pio Baldi**, General Director of the MAXXI Foundation project, **Luigi Roth**, Terna's Chairman, **Flavio Cattaneo**, Terna's CEO, **Renato Mannheimer**, President of ISPO – Institute for Studies on Public Opinion and **Francesco Maria Giro**, Undersecretary to the Cultural Heritage Department.

For further information: [www.premioterna.it](http://www.premioterna.it)