

UNICREDIT

OUR GROUP'S COMMITMENT TO CULTURE

UniCredit and Culture

UniCredit is a pan-European Commercial Bank with a unique service offering in Italy, Germany, Central and Eastern Europe. Our purpose is to empower communities to progress, delivering the best-in-class for all stakeholders, unlocking the potential of our clients and our people across Europe. We serve over 15 million customers worldwide. They are at the heart of what we do in all our markets.

UniCredit has a long tradition of supporting culture as a way to promote social and economic growth, as well as generate a dialogue on innovation, fostering social cohesiveness and a sense of belonging. We actively support our local communities through relevant cultural initiatives, including select partnerships and sponsorships.

Major Partnerships in the Field of Music:

- **Filarmonica della Scala, Milan:** UniCredit has been supporting the Orchestra since 2000, becoming its Main Partner in 2003. In addition to funding the concert seasons in Italy and abroad, the Group promotes Open Filarmonica initiatives, projects of solidarity and music education, including the season's Open Rehearsal, Sound Music! for the musical education of children, the annual Concert for Milan in Piazza Duomo and scholarships for young musicians.
- **Arena di Verona, Verona:** UniCredit has been the Major Partner of the Arena's Lyric Opera Festival since 1994 and has also sponsored many international performances. Furthermore, UniCredit has supported the Verona municipality's project for the Arena's restoration and enhancement.
- **Musikverein:** For decades, UniCredit Bank Austria has been a partner of this very famous concert hall, which has hosted, since 1939, in its Goldener Saal, an architectural and acoustic masterpiece, the annual "New Year's Concert", broadcasted in 92 countries around the world.
- **Bayerische Staatsoper:** Since 1958 UniCredit Bank AG ("HypoVereinsbank") has been cooperating with the Bavarian State Opera. A prominent example of this strong relationship is UniCredit Festival Night, a free annual event with cultural highlights from opera, concert and literature for about 15.000 attendees.

Major Partnerships in the Visual Arts:

- **MACRO, Museum of Contemporary Art, Rome:** With over 230 works by major international contemporary artists - including Adrian Paci, Armin Linke, Stefano Arienti, Daniel Buren - and a substantial core of Italian photography from the 1970 on loan, UniCredit has been alongside MACRO since 2010. UniCredit's support allowed the artist Daniel Buren to create his first permanent installation in Rome - the "Dance among triangles and Lozenges for three colors".
- **MAMbo, Museo d'Arte Moderna di Bologna:** UniCredit, as Main Partner of the **Nuovo Forno del Pane**, an interdisciplinary artistic production center within the Sala delle Ciminiere of MAMbo allowed twelve young resident artists selected through a public call, to take the opportunity to have for 6 months their own studios inside the Museum for the production of their works, forming a unique creative community in the Italian museum scene. Besides UniCredit has decided to offer further support to 6 artists involved in the project, in agreement with the Bologna Museums Institution, commissioning the production of new artworks that has become part of Artistic Collection of the Group.
- **MART, the Museum of Modern and Contemporary Art of Trento and Rovereto:** The collaboration with UniCredit has begun in 2004 and since 2011 there has been a long-term loan of 25 works by important international contemporary artists, such as Gianni Dessì, Giovanni Frangi, Said Atabekov and Anri Sala, exhibited inside the museum.

- **MAXXI, the National Museum of the XXI Century Arts, Rome:** UniCredit, since 2010, the year of its inauguration, has granted on loan several works by great contemporary artists that are included in the Museum's itinerary. Francesco Vezzoli, Hans Op de Beeck, Giulio Paolini and Nedko Solakov are the ones whose artworks stand among them.
- **MAO, Museum of Oriental Art, Turin:** one of the most important museums in Europe for the knowledge and study of oriental art, it exhibits about 1,500 works in rotation. Among these, there are the 53 nineteenth-century woodcuts by Utagawa Hiroshige, Japanese engraver and painter, granted on long-term loan by UniCredit since 2009.
- **Civic Museums of Ancient Art, Bologna:** in 2018 UniCredit granted on loan the fragment of the Lamentation over Christ by Luca Signorelli, which was added to the already present fragment of the Pious Woman in Cry, belonging to the municipal collection. This combination of fragments made it possible to reconstruct part of the so-called Matelica altarpiece from 1504, depicting the Deposition and originally kept in the Church of Sant'Agostino in Matelica until 1736, when the building was modernized and redecorated in Baroque style. Consequently the altarpiece was dismembered into several parts to be sold and ended up dispersed on the antiques market.
- **Bank Austria Albertina, Wien:** Internationally renowned museum and home to one of the top graphic collections world-wide, it also regularly hosts international block-buster exhibitions. Bank Austria has been the main sponsor of one major exhibition per year since 2011.

UniCredit's Cultural Centers

- **Bank Austria Kunstforum, Wien:** For more than 30 years, UniCredit Bank Austria, has been the major supporter of this exhibition space in Vienna, which mainly hosts masterpieces of modern art and post-war avant-garde in Austria and since 2000, also contemporary artists' exhibitions.
- **Kunsthalle, Munich:** UniCredit, through UniCredit Bank AG ("HypoVereinsbank"), has founded and continues to support this highly popular exhibition space for old masters and modern art in Munich.

UniCredit's Artistic Heritage – ongoing transformation

UniCredit Group's artistic heritage includes tens of thousands works of art mostly located in Italy, Germany and Austria.

It reflects Group's European identity and is distinguished by its breadth and quality from ancient works to European masterpieces spanning the 15th to 19th centuries as well as including contemporary pieces. Furthermore, photographs are an important part of the portfolio, including more than 4,000 historical and contemporary images.

In addition to a series of activities already started such as partnerships, loans and free loan agreements with the main museums and institutions throughout Europe, the Group is committed to developing a new program for the enhancement of its artistic and cultural heritage that will be developed in the coming years with national and international initiatives. Along these guidelines, new initiatives will be launched aimed at making its artistic heritage completely accessible to all. In fact, a digital initiative is planned that will allow virtual access to the bank's collection of works of art, as well as educational programs for girls and boys, in collaboration with the UniCredit Foundation.

The Historical Archive

UniCredit protects and enhances the documentation of its heritage through the bank's archives which include books, photographs and other objects of historical value. The archives record the evolution of UniCredit from an Italian bank to a pan-European Group, which has involved the merger of more than 100 different financial institutions across the continent into *One Bank, One UniCredit*. The archives are located in each country where the Group is present. Most of the documentation is located in Milan, for the Holding, in Wien, for Bank Austria, and in Munich for UniCredit Bank AG ("HypoVereinsbank").

CONTATTI

■ **UniCredit Group Cultural Affairs & Donations**
mailto: sponsoculturali@unicredit.eu / archivistorico@unicredit.eu
www.unicreditgroup.eu

■ **Media Relations**
mailto: mediarelations@unicredit.eu
Twitter: @UniCredit_PR