

**UniCredit Group launches UniCredit Studio, the network of exhibition spaces dedicated to young artists from Italy and around the world.**

**FIRST STUDIO TO OPEN IN MILAN WITH THE EXHIBITION  
*L'ARCHIVIO STORICO: QUATTRO INTERPRETAZIONI*  
(THE HISTORICAL ARCHIVE: FOUR INTERPRETATIONS)**

**Inauguration open to the public, 5pm Tuesday 25<sup>th</sup> May 2010.**

Palazzo Cordusio - UniCredit Bank Branch, Milan

*Milan, Tuesday 25<sup>th</sup> May 2010.* With the first exhibition in the **Carte Blanche** series entitled *L'Archivio Storico: quattro interpretazioni*, UniCredit Group launches its network of exhibition spaces, the **Studios**: a new formula created by the Group to highlight the works of **young talents** from Italy and the other Countries in which the Group operates.

The **UniCredit Studios**, hosted inside the UniCredit Branches, play a role different yet complementary to that of the purchases and the Group's Corporate Collection, insofar as they set out to give support to emerging artists who are not yet represented by private galleries, along with young curators, providing them with a great opportunity to make their debut. As part of their activities, the **Studios** will be in constant contact with museums, institutions, academies, training centres, and in particular with the cultural partners of the Group through the UniCredit & Art project, which expresses the Group's commitment to visual arts both in Italy and on an international level.

**Carte Blanche** is the title given both to the exhibitions, the meetings and the presentations programmed for the **Studios**, and the series of catalogues designed to provide visibility for these projects of research and experimentation, in which the artists (as the title suggests) will be given *carte blanche* to exploit these exhibition spaces.

The exhibition entitled *L'Archivio Storico: quattro interpretazioni*, curated by Francesca Pagliuca, is the inaugurating show in the very first **UniCredit Studio**, and undertakes to reread the Group's past through a new gaze, linking it to the research projects carried out by young artists.

**Four young artists – Riccardo Beretta, Ludovica Carbotta, Mirko Smerdel, Cosimo Veneziano** – were invited to create new works, elaborating and reinterpreting materials from the Group's Historical Archives, following specific lines of research linked to the key themes of company identity: from the metaphor of the bank as a tree (a recurrent image in financial publicity), to the organisation of labour and its transformation in the wake of technological innovations (in particular those that took place in the EDP Centre in Via Prati, Milan), right up to an analysis of the development of the logo and the iconographic motifs recurrent in the company imagery. This elaboration process has had a strong impact on those who have lived through this experience in the past: *"For someone like me who started working in Credito Italiano at the end of the '80s and who feels very close to this story, it really is touching to see the evolution of the Group through their eyes in the interpretations arising from their encounter with the archive material, elaborated through four different artistic research projects – says Antonella Massari, Manager of Group Identity and Communications of the UniCredit Group. "This exhibition helps us to remember what we were. Our identity, moving along the path taken by the bank, is rooted in memory, and thus in our ability to identify ourselves in this shared path; one which is ours and which is unique."*

The exhibition is accompanied by **Carte Blanche #1**, the first issue of the **UniCredit Studio** art publications. Midway between a catalogue and a collectable magazine, each publication makes use of transversal contributions, regarding both contemporary art as a whole as well as the specific themes dealt with in each of the exhibitions. This first issue presents an essay by Giampietro Morreale and Francesca Malvezzi (UniCredit Historical Archive) on the images used in the Credito Italiano's bank publicity, from after the First World War up to the '80s, featuring a rich selection of iconography.

After Milan, the exhibition will go on show in Trento at the **UniCredit Studio** in *Palazzo Firmian* (UniCredit Bank Branch at No. 1 via Galilei), from September to November 2010. Special thanks are due to Giampietro Morreale and Francesca Malvezzi (UniCredit Group Historical Archives).

### **UniCredit Studio - L'Archivio Storico: quattro interpretazioni**

Palazzo Cordusio - UniCredit Branch, Milan

26<sup>th</sup> May, 2010 – 10<sup>th</sup> August 2010

From Monday to Friday, 8:30am to 4:15pm, free entrance.

Inauguration open to the public: 25<sup>th</sup> May 2010, at 5pm

For further information:

UniCredit & Art, [unicreditandart@unicreditgroup.eu](mailto:unicreditandart@unicreditgroup.eu)

UniCredit Group – Cultural Events Press Office:

Viviana Vestrucci – Tel. +39 02 8727 5790

[viviana.vestrucci@unicreditgroup.eu](mailto:viviana.vestrucci@unicreditgroup.eu)

Public and Institutional Relations Secretary

Tel. +39 02 624999.1

Paola Camisasca [camisasca@segrp.it](mailto:camisasca@segrp.it) 349 3110835

Elena Todisco [todisco@segrp.it](mailto:todisco@segrp.it) 339 1919562

Giulia Bertolini [bertolini@segrp.it](mailto:bertolini@segrp.it) 333 7891567