



MINISTERO
PER I BENI E
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Direzione generale per il paesaggio, le belle
arti, l'architettura e l'arte contemporanea



la Biennale di Venezia

55. Esposizione
Internazionale
d'Arte

Padiglione Italia

vice versa

Italian Pavilion at the 55th International Exhibition – la Biennale di Venezia

Venice (Tese delle Vergini, Arsenale)

1° giugno - 24 novembre 2013

RESULTS OF THE CROWDFUNDING CAMPAIGN TO SUPPORT THE EXHIBITION

PRESS RELEASE

On May 12th, 2013, the crowdfunding campaign launched by Bartolomeo Pietromarchi last February 12th, to support the exhibition *vice versa* at the Italia Pavilion at the 55th International Art Exhibition – la Biennale di Venezia ended, marked by excellent fundraising results.

The initiative, launched in the wake of other successful international campaigns, such as, the Louvre's *Tous Mécènes* and *Let's Build a Goddamn Tesla Museum* in the United States, was an inspired success with 178,678.00 euro gross collected and more than 250 participants, mostly Italian, but with a few surprises from the United States, Great Britain, the Netherlands, Switzerland, Qatar and New Zealand.

Everything was made possible thanks to a series of events in various cities and with the support of institutions such as the Italian Cultural Institute in Paris and New York, the MaMBO in Bologna and the Fondazione Sandretto Re Rebaudengo in Turin. More widespread support came from the web and social networks: www.viceversa2013.org and the facebook page. All coordinated by Interlinea s.r.l.

A community of enthusiasts shared the idea of the curator: "...to participate and feel a part of a cultural project that, in this case, is one of the most significant events in contemporary Italy. We will present our artists to a global audience at the Venice Biennale. "

Among the participants were many professionals, collectors, enthusiasts, among which the *patrons* who donated more than 10 thousand euro: Lorenzo Bassetti, Nicola and Beatrice Bulgari, Paolo and

Maite Bulgari, Giacaranda Caracciolo, Lorenza Jona Celesia, Gaetano and Barbara Maccaferri, Antonio and Annamaria Maccaferri, Giancarlo and Danna Olgiati, Stefano and Raffaella Sciarretta, Pietro Valsecchi and Camilla Nesbitt, Luigi and Livia de Vecchi, Matteo Viglietta and Bruna Girodengo; *paladins* who donated up to 10 thousand euro: Alberta Ferretti, Fondazione Sandretto Re Rebaudengo, Ilaria and Giorgio Miani, Massimo and Ilaria Tosato; with *partners* who donated up to 5000 euro: Soledad Maria Olivera, Valerio and Touria de Paolis, Sigifredo di Canossa, Roberto and Karin Einaudi, Giuseppe and Anna Maria Benedetti; as well as donations from the *supporters, friends, fans and believers*.

The funds raised through crowdfunding for *vice versa* are in addition to the resources secured by the Directorate-General for the Landscape, Fine Arts, Architecture and Contemporary Art of the Ministry of Cultural Heritage and Activities, which has promoted and implemented the exhibition at the Italian Pavilion. In agreement with the Ministry, the funds were intended to finance various initiatives first, the production artists' works, almost all of monumental size and made specifically for the Pavilion. And then, funds were allocated toward cultural mediation, communication support and promotion, and finally, the organization of a final conference on the issues of the Pavilion, which will be held in the fall.

Participants were recognized with a series of benefits corresponding to the target donation: The name of each supporter will appear at the Italian Pavilion, the catalog and on the *vice versa* exhibition website. And then depending on the donation participants received invitations to the preview of the Biennale and / or the Italian Pavilion, signed copies of the catalog by the curator and artists, meetings and tours with the curator and artists, bottles of wine offered by Ornellaia, and one, seven or fourteen limited edition prints of the artists in the exhibition, numbered and signed in original.

May 2013