



“Fate il Nostro Gioco”: interactive exhibition against gambling at Fabbrica del Vapore

Milan, 23 October 2017

This morning a press conference was held in Milan, at Fabbrica del Vapore in Via Procaccini 4, presenting the exhibition **‘Fate il Nostro Gioco’ (Play our game)**, an interactive journey for discovering the mathematical laws of chance and probability to prevent the spread of pathological gambling. The exhibition will be open until 14 November 2017 with free admission.

‘Play our game’, organised by the scientific education and communication company **Taxi1729**, is jointly sponsored in Milan by **BPER Banca**, **Coop Lombardia**, **Etica Sgr** and the **Unipol Group**, companies that have always made an active contribution to the interpretation of social and economic change in various ways, supporting growth with awareness. Given its ethical value, the exhibition obtained the support of the **Municipality of Milan** and the **Lombardy Region**.

The project is also backed by the Fondazione per l’Educazione finanziaria e al Risparmio, Cooperativa Pandora Onlus and the Fabbrica del Vapore venue.

The exhibition for teens and adults aims to demonstrate the rules and logic behind gambling in Italy, to help participants gain awareness and reveal the hidden aspects of this phenomenon using mathematics as a logical antidote.

Educators will guide visitors through three environments. In the first, visitors will come across the famous three-door game in order to explore the concept of probability, the top10 challenge for investigating the non-intuitive nature of the discipline and the confetti cube experiment to discover the world of virtually almost impossible events.

The second space is a mathematical casino where educators impersonate croupiers, interacting with visitors in Roulette, Black Jack, Poker and other gambling activities including slot machines, Lotto, Superenalotto, Win For Life and Gratta e Vinci. Here they demonstrated how the chances of players worsen at a pace that can be calculated using simple math.

The third and final environment encourages reflection and a short debate with a video on the consequences of pathological gambling, which not only destroys individuals but entire families. It is estimated that for every person that falls victim to gambling, another seven – among parents, siblings, children and friends – suffer the consequences.

Until a few decades ago, gambling in Italy was limited to just a few spaces, such as casinos, and specific moments such as lottery extractions. The introduction and liberalization of slot machines in 2003 increased the spread, expanding the offer in terms of time, space, accessibility and extensiveness: there is one gambling device per 130 inhabitants in tobacco shops, arcades and online.

In 2016, 96 billion euros were gambled by Italians, with 19 billion in net losses. Most of this amount, over 49 billion, were played in video lotteries and new slots.

Gambling affects the weaker segments of the population, both psychologically and socioeconomically. This social phenomenon negatively impacts the financial, social, relational and human capital of the country. For this reason, BPER Banca, Coop Lombardia, Etica Sgr and the Unipol Group decided to develop an awareness and information campaign on the risks of gambling for the city of Milan and high schools in particular.

Riccardo Bonacina, Editor of "Vita", moderated the presentation attended by **Luigi Odorici**, BPER Banca Chairman, **Daniele Ferré**, Coop Lombardia Chairman, **Ugo Biggeri**, Banca Etica Group Chairman, **Pierluigi Stefanini**, Unipol Group Chairman, as well as **Alberto Biancardi**, Head of the Department of Land, Urban Planning, Soil Protection and Metropolitan City for the Lombardy Region and **Anna Scavuzzo**, Deputy Mayor and Councillor for Education of the City of Milan.

At the end of the press conference, **Paolo Canova** and **Diego Rizzuto** from TAXI 1729 accompanied the guests through the three areas of the exhibition.

*With the support of
The Lombardy Region and
City of Milan:*



Regione
Lombardia



Milano

FABBRICA
DEL VAPORE

Fate il nostro Gioco exhibition
Fabbrica del Vapore
Via Procaccini 4, Milano

16 October – 14 November 2017
Reservations required
prenotazioni@fateilnostrogioco.it

For more information:

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