



## UNIPOL GROUP MAIN SPONSOR OF “THE CLEANER”, THE FIRST MARINA ABRAMOVIĆ RETROSPECTIVE

Florence, September 19th 2018

Unipol Group is the sponsor of *“The Cleaner”*, the first major Italian retrospective dedicated to Marina Abramović that will be on show at Palazzo Strozzi, Florence from September 21st 2018 to January 20th 2019.

“With renewed enthusiasm we wish to confirm our relationship with Palazzo Strozzi and that we will be an active part of this project, which we are certain will replicate the recent successes of our collaboration” - said **Alberto Federici, Head of Corporate Communication and Media Relations of the Unipol Group** - “Being a partner in this important cultural event is part of a sponsoring strategy that has made culture one of our Group’s main areas of action. A choice consistent with corporate values, undertaken in the belief that the Company’s business development should proceed by accompanying and supporting the cultural and social growth of the community in which it operates”.

Marina Abramović is one of the most famous and controversial personas in contemporary art, who through her works has revolutionised the idea of performance through the use of one's body, its limits and its potential for expression. This event sets itself as an extraordinary review bringing **approx. 100 works** by the artist together, offering an overview of the most famous pieces in her career from the seventies to the aughts, through video, photos, paintings, objects, installations and the live re-staging of her renowned performances by a group of artistes specially selected and trained for this exhibition by Marina Abramović's associate, Lynsey Peisinger.

Following its support of important exhibitions nationwide - including the most recent and highly acclaimed *“Il Cinquecento a Firenze”*, also in partnership with Palazzo Strozzi - Unipol's participation in this new and significant cultural event falls within a sponsoring strategy that makes promotion of art and culture one of the group's principal activities.

Promotion of art and making it accessible to the public at large is the goal of this initiative, in the belief of the profound social value that these exhibitions have for the community.

**Because for Unipol Group thinking about the future of people means also thinking about what they love: art.**

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