

UNIPOL GROUP SPONSOR OF THE MURAL “A WALL IN FLOWER IN TURIN” BY ARTIST DOA OA

The work of art in Via Fratelli Calandra, Turin was created by the Municipality of Turin in collaboration with 24 ORE Cultura

Bologna, 15 December 2022

The Unipol Group is a proud sponsor of the botanical mural located in Via Fratelli Calandra in Turin: a street rightfully considered a “doorway” to the city, an ideal entrance that invites you into the historical centre of the Piedmont capital. The initiative is promoted by the Municipality of Turin, with the collaboration of 24 ORE Cultura. The ‘floral’ mural entitled *Althaea officinalis L.* will be presented to the press at the public inauguration to be held today, on 15 December, at 12:30 pm.

Event participants will include Rosanna Purchia, City Councillor for Culture, Carlotta Salerno, City Councillor for Educational, Youth, Suburbs and Urban Regeneration Policies, Paola Cappitelli, Head of Development for exhibitions and international projects at 24 Ore Cultura, and Gianmaria Restelli, Head of External Communications and Corporate Image at the Unipol Group.

“We joined the Municipality of Turin’s initiative because we are interested in projects that make sure art is appreciated even outside the traditional settings and directly in the urban environment” stated **Vittorio Verdone, Corporate Communication and Media Relations Manager at the Unipol Group.** *“In addition to its excellent aesthetic quality, the botanical mural by DOA OA alludes to the history and the force of nature and our obligation to preserve it”.*

DOA OA is a multidisciplinary artist from Galicia (Spain) whose mural interventions often represent deconstructed elements of plants species, intended to create real ‘scenes’ of botanical illustration. The artistic subject chosen by DOA OA for the City of Turin falls within the artist’s Reforestation project. The aim is, on the one hand, to bring viewers closer to the knowledge of medicinal plants and their use handed down through the millenary tradition of phytotherapy and, on the other hand, to portray the beauty of the plant kingdom. Through the vision of her murals, awareness of the need to understand our ecosystem in order to best respect it also “flourishes”.

For the Unipol Group, supporting this important cultural event forms part of its sponsorship strategy which makes the **promotion of culture** one of the company’s main action areas. A decision in line with the company’s values, taken in the belief that the economic development of the business must go hand-in-hand with support for the **cultural and social growth** of the communities in which it operates. To stay close to people, their needs and their passions.

Unipol is one of the biggest insurance groups in Europe and the leading company in Italy in the non-life insurance sector, (especially in the MV and health businesses), with total premiums of €13.3bn, of which €7.9bn in non-life and €5.4bn in life (2021 figures). Unipol adopts an integrated offer strategy and covers the entire range of insurance and financial products, operating primarily through the subsidiary UnipolSai Assicurazioni. The Group is also active in direct MV insurance (Linear Assicurazioni), transport and aviation insurance (Siat), health insurance (UniSalute), supplementary pensions and it also covers the bancassurance channel (Arca Vita, Arca Assicurazioni and Incontra). It also manages significant diversified assets in real estate, hotel (Gruppo UNA), medical-healthcare and agricultural (Tenute del Cerro) sectors. Unipol Gruppo S.p.A. is listed on the Italian Stock Exchange.

Unipol Gruppo*Media Relations*

Fernando Vacarini
T. +39 051 5077705
pressoffice@unipol.it

Investor Relations

Adriano Donati
T. +39 051 5077933
investor.relations@unipol.it

Barabino & Partners

Massimiliano Parboni
T. +39 335 8304078
m.parboni@barabino.it

Giovanni Vantaggi
T. +39 328 8317379
g.vantaggi@barabino.it