

# *Marco Eugenio di Giandomenico*

## *curriculum vitae*

Updated to the 31<sup>st</sup> of July 2024



## **INDEX**

- I.** *Professional and Academic Records*
- II.** *Professional and Academic Records: selected current professional positions*
- III.** *Professional and Academic Records: selected previous professional and scientific positions*
- IV.** *MEDG Expertise Plan*
- V.** *Non-Exhaustive List of Publications*
- VI.** *Conferences, Seminars and Events as Speaker, Art Director and/or Chairman*
- VII.** *Major Television and Film Appearances and Interventions*
- VIII.** *Project Management Initiatives*
- IX.** *Relevant Sitography*
- X.** *Interviews and Awards to Marco Eugenio Di Giandomenico*

# I

## PROFESSIONAL & ACADEMIC RECORDS

### ***Marco Eugenio Di Giandomenico***

*(Born in Italy on November 15th, 1965, and living in Milan)  
(Education: High School Diploma in Classical Studies (Liceo Classico) in Italy,  
Bachelor's degree in Economics & Business in Italy, Master Infor-IPSOA in Milan-Italy,  
in-depth studies in Philosophy, Theology and History of Art)*



Writer, Art Critic and Curator, Economist and Theorist of the Sustainability of Art and Culture,  
Media & Entertainment, CSR and Third Sector Expert, Public Personality, TV Columnist

\*\*\*\*\*

Chartered Accountant and Official Auditor  
Bankruptcy Curator, Technical Consultant for the Court (Civil and Criminal Section)

\*\*\*\*\*

MEMBER OF THE INTERNATIONAL ASSOCIATION OF ART CRITICS (AICA) –ITALIAN SECTION

VICE-PRESIDENT OF THE INTER-ACADEMIC CENTRE FOR ACTUARIAL SCIENCE AND RISK MANAGEMENT (CISA) IN FLORENCE

MEMBER OF THE CPIMI - COMITATO PERMANENTE ITALIANO MAISON ITALIE (PERMANENT ITALIAN COMMITTEE OF MAISON ITALIE) OF THE  
FONDATION MAISON DE L'ITALIE CITE INTERNATIONALE UNIVERSITAIRE DE PARIS

SCIENTIFIC, ARTISTIC AND CULTURAL DIRECTOR OF THE INDIAN CHAMBER OF COMMERCE FOR ITALY IN MILAN

ARTISTIC AND SCIENTIFIC DIRECTOR OF THE ANTONIETTA VIGANONE ETS FOUNDATION IN MILAN

CREATOR AND ARTISTIC CURATOR OF THE SUART (SUSTAINABLE ART) WORLD FORUM ORGANISED BY THE PONTIFICAL COMILLAS  
UNIVERSITY OF MADRID, THE STATE UNIVERSITY OF MILAN, THE UNIVERSITY OF FLORENCE AND OTHER ITALIAN AND INTERNATIONAL  
INSTITUTIONS

Coordinator of the ART AND TERRITORIAL VALORISATION curriculum and lecturer in SUSTAINABLE ART for the master's degree in BUSINESS  
AND CONSUMERS DIGITAL IMPACT ON GLOBAL VALUE CHAINS of the Department of Economics, Management and Quantitative Methods of  
the University LA STATALE of Milan

Lecturer in Contemporary Art Criticism and member of the scientific committee for the university further training course  
THE SYMBOL IN INDIVIDUAL AND COLLECTIVE LIFE. PSYCHE, SOCIETY AND ART  
of the Department of Social and Political Sciences and the Department of Cultural and Environmental Heritage  
of the LA STATALE University of Milan

Lecturer in *Consumer Protection in the Art Sector* for the LABORATORY OF CONSUMER ECONOMICS AND LAW in the bachelor's degree Course in Economics and Management (EMA) at LA STATALE University of Milan

Member of the study committee BLOCKCHAIN, CRYPTOCURRENCIES, NFT AND METAVERSE of the Order of Chartered Accountants and Accounting Experts (ODCEC) of Milan

Member of the "*Finance and Management Control*" Commission of the ORDER OF CHARTERED ACCOUNTANTS AND ACCOUNTING EXPERTS (ODCEC) of Milan

Sustainable Art Expert for the 2DUE RIGHE magazine ([www.2duerighe.com](http://www.2duerighe.com))

Director of the communication platforms BETTING ON ITALY (BOI) and BETTING ON LOMBARDY (BOL) in Milan

Director of the editorial series I QUADERNI DI ETHICANDO by Ethicando Editore ([www.ethicandoeditore.com](http://www.ethicandoeditore.com))

Sustainable Art Expert and Columnist of the magazine ARTRIBUNE ([www.artribune.com](http://www.artribune.com))

Sustainable Art Expert and Columnist of JULIET CONTEMPORARY ART MAGAZINE ([www.juliet-artmagazine.com](http://www.juliet-artmagazine.com))

Author of numerous works and articles on tax, corporate and business issues, especially with an international slant, for leading national publishing houses (IPSOA EDITORE - MILAN, CEDAM - PADUA, GIUFFRE' EDITORE - MILAN, BOLLETTINO TRIBUTARIO DI INFORMAZIONI - MILAN, BUFFETTI EDITORE - ROME, DELILLO EDITORE - MILAN, BANCARIA EDITRICE - ROME, MAGGIOLI EDITORE, MARCIANUM PRESS-VENEZIA, etc.).

Author of numerous works and articles on humanistic/sociological topics and contemporary art for leading national publishing houses (ARTRIBUNE, JULIET CONTEMPORARY ART, AIMAGAZINEBOOKS, JOUVENCE EDITOR, SILVANA EDITORIALE, etc.).

Speaker at Conferences and Seminars on International Taxation, Company Law, Public Accounting, Cultural Economics

Curator and Contemporary Art Critic of exhibitions and artistic events in Italy and abroad, promoted by public bodies (LOMBARDIA REGION, MILAN CITY HALL, BRERA ACADEMY OF FINE ARTS, POLYTECHNIC UNIVERSITY OF MILAN, PALAZZO REALE OF MILANO, NATIONAL CINETECA, LA STATALE UNIVERSITY OF MILAN, various Italian local public bodies, etc.)

Author of the work "Tundurundù. Pensieri di Amore e di Bellezza. Un anno di facebook" ("Tundurundù. Thoughts of Love and Beauty. A Year of Facebook"), published by the Marcianum Press of Venice (2014), awarded the Aurum Prize for Cinema and Writing, 2014 edition, and the First Prize for Section IV "Libro edito di narrativa" of the Leonardo da Vinci International Literary and Artistic Prize "Writers and Artists of the New Renaissance" - 2015 edition, organised by the Leonardo da Vinci Centre of Milan (2015).

Columnist and production collaborator, in the capacity of Economist of Culture and Art, in the films of Pino Farinotti's "Giants in Milan", promoted by the City of Milan in partnership with numerous public and private entities, including the Museo Interattivo del Cinema (Interactive Museum of Cinema), the Biblioteca Centrale Palazzo Sormani (The Central Library of Sormani Palace), the Teatro alla Scala in Milan, The Piccolo Teatro of Milano, the Regione Lombardia.

Author, anchorman and production collaborator in the film "Giants in Milan - Sustainable Art" by Marco Eugenio Di Giandomenico, directed by Andrea Bellati, produced by Ethicando Association in collaboration with the Municipality of Milan (2016), shown in the 24 libraries of the Municipality of Milan, with the participation of, among others, Pino Farinotti, Carla Fracci, Ferruccio De Bortoli, Francesco Alberoni.

## II

### Selected further current professional positions:

Member of the *International Association of Art Critics –Italian Section*

Vice-president of the *inter-academic centre for actuarial science and risk management (cisa)* in Florence

Member of the *CPIMI – Comitato Permanente Italiano Maison Italie (Permanent Italian Committee Of Maison Italie) Of The Fondation Maison De L'italie Cite Internationale Universitaire De Paris*

Scientific, Artistic And Cultural Director Of The *Indian Chamber Of Commerce For Italy In Milan*

Artistic and Scientific Director of the *Antonietta Viganone ETS Foundtion* in Milan

President of the *soul and fitness institute®* - Milan

Vice President of the *INCER INSTITUTE* - Florence  
(Institution in partnership with the University of Florence and the CISA UNIFI)

Coordinator of the Technical Scientific Committee of the *Rialto Project* - Milan and Venice

President of the **International Screenplay Award *Family and Italian Style*** of the **Fiuggi Family Festival** - Fiuggi

President of **ETHICANDO Association** in Milan ([www.ethicando.it](http://www.ethicando.it))

Chairman of the technical-scientific platform, for **EXPO 2015, TYPICAL ITALIAN FOOD & BEVERAGE (TIF&B)** - Milan

### III

#### **Selected previous professional and technical-scientific positions:**

DEPUTY DIRECTOR OF THE KANDINSKY ACADEMY OF FINE ARTS IN TRAPANI

Lecturer in Economics and Management of Arts, Culture, Media & Entertainment for the Master in L'ALTRA FOTOGRAFIA of the ARD&NT INSTITUTE of Milan (BRERA ACADEMY OF FINE ARTS, MILAN)

Co-director of the Master L'ALTRA FOTOGRAFIA  
of the ARD&NT INSTITUTE of Milan (BRERA ACADEMY OF FINE ARTS AND POLYTECHNIC UNIVERSITY OF MILAN)

Lecturer in *Business Logic & Organisation* in the master's degree Course in *Product Design*  
at the Brera Academy of Fine Arts in Milan

Co-director of the Master in VIDEO ART & FILMMAKING  
of the ARD&NT INSTITUTE of Milan (BRERA ACADEMY OF FINE ARTS AND THE POLYTECHNIC UNIVERSITY OF MILAN)

President of the Jury of the Film Competition A CO2RTO DI GIOVANI, 1st Edition (2022) (<https://acortodigiovani.it/>)

President of the Jury of the DIGITAL PHOTO CONTEST: THE ARCHITECTURE OF WATER (1st Edition)  
by Jaquar Group in collaboration with Lucus/Miravilius (2022)

Chairman of the Committee of Honour of the INTREPIDA FIDES - ISOTTA FRASCHINI FOUNDATION -Milan

CTS Chairman of the INSTITUTE FOR RESEARCH AND TRAINING ON MEDIALISM AND CULTURAL ECONOMY (MEDEC INSTITUTE) in Milan

*Head of Institutional Relations and Major International Projects of the Department of Design and Applied Arts*  
OF THE BRERA ACADEMY OF FINE ARTS OF MILAN

Member of the "Banking, Financial Intermediaries and Insurance Commission" of the  
ORDER OF CHARTERED ACCOUNTANTS AND ACCOUNTING EXPERTS (ODCEC) of Milan

President of the "Ethical-Social Accounting" Commission  
at the INTER-ACADEMIC CENTRE FOR ACTUARIAL SCIENCE AND RISK (CISA) ([www.cisa.unifi.it](http://www.cisa.unifi.it)) - Florence

President of the *Culture and Art Council* of the ITALO-URUGUAYANA CHAMBER OF COMMERCE

Lecturer of *Economics and Business Organisation*  
POLIMI (Polytechnic University of Milan) 2009-2013

LECTURER *for the Laboratory of Structures and Ethical Infrastructures*  
UNIVERSITY OF FLORENCE

Lecturer of Cultural Management in the Faculty of Management Sciences  
G. D'ANNUNZIO UNIVERSITY OF CHIETI

Lecturer for the *Relational Skills Laboratory* at the Faculty of Management Sciences  
G. D'ANNUNZIO UNIVERSITY OF CHIETI

Lecturer in Social Security and Insurance Law at the UNIVERSITY OF FLORENCE  
(BAMF Master's Degree - Banking, Insurance and Financial Markets) - Florence

Lecturer in *Economic-Social Fallout of Energy and Environmental Investment*  
at the Master in ENVIRONMENT AND ENERGY (MAE), University of Florence

Member of the Scientific Council of THE GLOBAL REVIEW (<http://theglobal.review>)

Previous academic positions (Lectureships) at: Pontifical Lateran University (PUL - Vatican City), "Vittorino Colombo" Foundation (Catholic University of the Sacred Heart - Milan), "G. D'Annunzio" University of Chieti

Member for the Foundations and Non-Profit, Donor and Non-Donor Organisations section of the OSCAR DI BILANCIO Commission, for the 2013, 2014 and 2016 editions, award organised by FERPI, Milan

Member of the *Control Systems and Board of Statutory Auditors Commission of the Accounting Principles, Auditing and Control System Area* at the NATIONAL COUNCIL OF CHARTERED ACCOUNTANTS AND ACCOUNTING EXPERTES (CNDCEC) in Rome (years 2014-2016)

Member of the Scientific Committee of the GRUPPO DI STUDIO PER IL BILANCIO SOCIALE (GBS Association) in Milan (until April 2018)

President **Zorzi Foundation** - Milan, Treviso and New York

Vice-Director of the magazine '**Scena Illustrata**' - Milan

President of the **Borsalino Foundation** - Milan, Asti

President of the Scientific Council for the "**du soleil**" **Consortium for International Cooperation** - Milan, Dakar

President of the Scientific Council of **GEN Consortium** - Milan

Consultant of **I.S.M.E.A.** (Institute of Services for the Agricultural Food Market), Economic Body of Public Law, Presidential Decree no. 200/2001 - Rome

Member of the Organising Committee of the **International Association for Bridge and Structural Engineering (IABSE)**, Venice, September 2010

Member of the Scientific Committee of the **SEWC (Structural Engineers World Congress)**, Lake Como, April 2011

Member of the Organising Committee of the **XXVI International Conference on Polyphenols (ICP)**, Florence, July 2012



Chairman of the Technical Scientific Committee of the **PHYSEON ASSOCIATION** ([www.physeon.eu](http://www.physeon.eu)) - Rome

Chairman of the Technical Scientific Committee of the **ZORZI FOUNDATION** - Milan, Treviso and New York

Chairman of the **Lineapiù Italia Foundation** - Milan

President of the Scientific Council of **I.A.Ri.Fo.** (Abruzzo Institute for Research and Training) - Chieti

Chairman of the Technical Scientific Committee of **CONFIMEA** (Italian Confederation of Enterprises)

Coordinator of the "*Ethical Infrastructures*" column at the LESTRADE (LS) magazine in Milan

Member of **Rotary International** (Italy, District No. 2090)

Member of the '*Commission for Economic and Financial Reporting and Management of Non-Profit Companies*' at the National Council of Chartered Accountants and Accounting Experts (CNDCEC) - Rome

Lecturer in *Organisation of Cultural Events*  
c/o Master in Writing and Production for Fiction and Cinema  
CATHOLIC UNIVERSITY OF THE SACRED HEART OF MILAN (ALMED) 2009-2013

President of the "*RIALTO Commission*", at the Interuniversity Centre for Actuarial Science and Risk Management (CISA)  
([www.cisa.unifi.it](http://www.cisa.unifi.it)) - FLORENCE

President of the **WYLFORD® Consortium** - Milan

Coordinator of the Column "*which movie?*" for the the on-line newspaper [www.lifely.it](http://www.lifely.it)

Coordinator of the Column "*Towards the EXPO*" for the on-line newspaper [www.lifely.it](http://www.lifely.it)

Member of **Rotary International (New York, Rotary Club No. 6)**

Member of the **Società del Giardino** (*Garden Society*) - Milan

President of the **International Cultural Event** of the **Province of Bergamo towards the Expo (BvE)** - Milan

President of the **International Cultural Event** of **Abruzzo towards Expo (BvE)** - Milan

## IV

### *MEDG Expertise Plan (Cultural and Skills Platform)*

**Marco Eugenio Di Giandomenico (MEDG)** carries out his activities as a **Chartered Accountant, Cultural Manager and Artistic Curator** within the framework of four disciplinary themes and their respective activities:

TOPIC	ACTIVITIES ( <i>current</i> )	EXPERTISE
<p><b>Economics and Business Organisation</b></p> <hr style="border-top: 1px dotted black;"/> <p><b>Communication and Marketing</b></p> <hr style="border-top: 1px dotted black;"/> <p><b>Scientific and Artistic Promotion Activities</b></p>	<ul style="list-style-type: none"> <li>• President of ETHICANDO Association</li> <li>• Scientific, Artistic And Cultural Director Of The Indian Chamber Of Commerce For Italy In Milan</li> <li>• Vice President of the Interuniversity Centre for Actuarial Science &amp; Risk Management (CISA) - Florence</li> <li>• Partner and member of the Scientific Council of GBS (Gruppo di studio per il Bilancio Sociale)</li> <li>• Vice President of the INCER INSTITUTE – Florence</li> <li>• Coordinator of the ART AND TERRITORIAL VALORISATION area and lecturer in SUSTAINABLE ART for the master's degree in BUSINESS AND CONSUMERS DIGITAL IMPACT ON GLOBAL VALUE CHAINS of the Department of Economics, Management and Quantitative Methods of the University LA STATALE</li> <li>• Lecturer in Contemporary Art Criticism and member of the scientific committee in the university postgraduate course THE SYMBOL IN INDIVIDUAL AND COLLECTIVE LIFE. PSYCHE, SOCIETY and ART, SOCIETY and ART of the Department of Social and Political Sciences and the Department of Cultural and Environmental Heritage of the University LA STATALE of Milan</li> <li>• Lecturer in Consumer Protection in the Art Sector in the LABORATORY OF ECONOMICS AND CONSUMER LAW in the bachelor's degree Course in Economics and Management (EMA) at LA STATALE University of Milan</li> <li>• Artistic and Scientific Director of the Antonietta Viganone ETS Foundation in Milan</li> </ul>	<p>Project Management and Corporate Consulting for Ordinary and Extraordinary Operations; Social Reporting and CSR (Corporate Social Reporting); Strategic Corporate Planning and Programming; Communication and Marketing Plans, especially related to media initiatives of considerable social impact; Organisation and Management of Major Events; Artistic Curatorship of Exhibitions and Promotional Initiatives, especially of Contemporary Art. Lecturer in Economics of Art and Culture.</p>
<p><b>Tax, Finance, Social Security and Insurance Law, Auditing</b></p>	<ul style="list-style-type: none"> <li>• Member of the BLOCKCHAIN, CRYPTOCURRENCIES, NFT AND METAVERSE study committee of the Order of Chartered Accountants and Accounting Experts (ODCEC) of Milan</li> </ul>	<p>Tax Treatment of Insurance and Financial Products; International Tax Planning; Financial and Corporate Consulting; Auditing.</p>
<p><b>Law and Economics of the Third Sector</b></p>	<ul style="list-style-type: none"> <li>• Director of the communication platforms Betting On Italy (BOI) and Betting On Lombardy (BOL) in Milan</li> <li>• Member of the CPIMI – Italian Permanent Committee of Maison Italie - of the Fondation Maison de l'Italie Cité Internationale UNIVERSITE DE PARIS</li> <li>• President of ETHICANDO Association</li> <li>• Scientific, Artistic And Cultural Director Of The Indian Chamber Of Commerce For Italy In Milan</li> <li>• Vice President of the Interuniversity Centre for Actuarial Science &amp; Risk Management (CISA) - Florence</li> <li>• Partner and member of the Scientific Council of GBS (Gruppo di studio per il Bilancio Sociale)</li> <li>• Vice President of the INCER INSTITUTE – Florence</li> <li>• Artistic and Scientific Director of the Antonietta Viganone ETS Foundtion in Milan</li> </ul>	<p>Management of Foundations, Museums and Cultural and Artistic Organisations; Legal, Tax and Corporate Consulting for the Third Sector; Mission Statement and CSR (Corporate Social Reporting) Non Profit; Project Management of cultural initiatives in the field of art, in particular cinema, fashion, design, food&amp;drink and made in italy; Fund Raising for cultural initiatives and EU Funding for Culture and Art.</p>

## V

### NON-EXHAUSTIVE LIST OF PUBLICATIONS

1997

- ✓ *The assignment of tax credits (La cessione del credito d'imposta)*, BANCARIA EDITRICE, 1997
- ✓ *Discipline of Transfer Pricing in Transactions between Italian and Foreign Associated Companies (Disciplina del Transfer Pricing nelle transazioni fra società consociate italiane ed estere)*, LA TRIBUNA DEI DOTTORI COMMERCIALISTI, BUFFETTI EDITORE, 1997
- ✓ *Invoicing and Prepayment in Intra-EU Sales (Fatturazione e pagamento anticipati nelle vendite IntraCEE)*, CONSULTANCY, BUFFETTI EDITORE, 1997
- ✓ *Intra-EU Sales of Mobile Goods via the Internet: VAT Treatment (Vendite IntraCEE di beni mobili a mezzo Internet: trattamento IVA)*, CONSULTANCY, BUFFETTI EDITORE, 1997

1998

- ✓ *Consignment stock transactions in the light of tax deposit regulations (Le operazioni di "Consignment stock" alla luce della normativa sui depositi fiscali)*, BUSINESS INFORMATION, DELILLO EDITOR, 1998
- ✓ *The regulation of VAT warehouses La disciplina dei depositi IVA*, CONSULTANCY, BUFFETTI EDITORE, 1998
- ✓ *Shell Corporations. VAT Treatment (Società di Comodo. Trattamento IVA)*, CONSULTANCY, BUFFETTI EDITORE, 1998
- ✓ **(Monograph)** *The New VAT Deduction Scheme (Opera Il Nuovo Regime delle Detrazioni IVA)*, GIUFFRE' EDITORE, MILAN, 1998

1999

- ✓ *Late invoices. Punishments excluded (Fatture in ritardo. Punizioni escluse)*, ITALIA OGGI, 1999
- ✓ *Dual Income Tax and anti-avoidance rules (La Dual Income Tax e le norme antielusive)*, BOLLETTINO TRIBUTARIO D'INFORMAZIONI, MILAN, 1999
- ✓ *AZIENDA & FISCO*, IPSOA EDITORE, MILANO, 2000

2000

- ✓ *Notion of Fiscal Residence of Individuals for Income Tax Purposes (Nozione di Residenza Fiscale delle persone fisiche ai fini delle imposte sui redditi)*, BOLLETTINO TRIBUTARIO D'INFORMAZIONI, MILAN, 2000
- ✓ *Executability of precautionary suspension with reference to negative acts of the tax authorities (Esperibilità della Sospensiva Cautelare con riferimento ad atti negativi dell'Amministrazione Finanziaria)*, AZIENDA & FISCO, IPSOA EDITORE, MILAN, 2000
- ✓ *Who is entitled to the costs of proceedings that have been extinguished due to the cessation of the matter in issue (A chi spettano le spese del giudizio estinto per cessazione della materia del contendere)*, AZIENDA & FISCO, IPSOA EDITORE, MILAN, 2000
- ✓ *The tax treatment of advertising services rendered by an Italian company to a foreign company (Il trattamento fiscale della prestazione pubblicitaria resa da società italiana a società estera)*, AZIENDA & FISCO, IPSOA EDITORE, MILAN, 2000
- ✓ *Professional services rendered to a foreign company: VAT treatment and application of conventional regulations (Prestazione professionale resa a società estera: trattamento IVA e applicazione della normativa convenzionale)*, AZIENDA & FISCO, IPSOA EDITORE, MILAN, 2000

#### 2001

- ✓ *The tax treatment of the distribution of foreign facsimile magazines (Il trattamento fiscale della distribuzione di rivista estera teletrasmessa in facsimile)*, AZIENDA & FISCO, IPSOA EDITORE, MILAN, 2001
- ✓ *Condition of applicability of registration tax by 'enunciation' (Condizione di applicabilità dell'imposta di registro per "enunciazione")*, AZIENDA & FISCO, IPSOA EDITORE, MILAN, 2001
- ✓ *Validity of the notice of hearing communicated in a place other than the elected domicile (Validità dell'avviso di fissazione dell'udienza comunicato in luogo diverso dal domicilio eletto)*, AZIENDA & FISCO, IPSOA EDITORE, MILAN, 2001
- ✓ *Legitimacy of the assessment notice served on the shareholder of a company adhering to the 'concordato di massa fiscal initiative' (Legittimità dell'avviso di accertamento notificato al socio di una società aderente al "concordato di massa")*, AZIENDA & FISCO, IPSOA EDITORE, MILAN, 2001

#### 2002

- ✓ *For utilities, the private partner must be chosen by public evidence procedure (Per le utilità il socio privato va scelto con procedura di evidenza pubblica)*, ITALIA OGGI of 10 January 2002
- ✓ *Update and coordination of the work IRAP & DUAL INCOME TAX (Aggiornamento e coordinamento dell'opera IRAP & DUAL INCOME TAX)*, for the years 2000, 2001 and 2002, IPSOA EDITORE, MILAN

#### 2003

- ✓ *VAT Treatment of French Leasing and Yacht Chartering (Trattamento IVA del Leasing Francese e del noleggio di unità da diporto)*, AZIENDA & FISCO, IPSOA EDITORE, MILAN, 2003
- ✓ *VAT refund guarantees in corporate groups (Le garanzie per i rimborsi IVA nei gruppi societari)*, BOLLETTINO TRIBUTARIO D'INFORMAZIONI N. 6/2003, MILAN, 2003
- ✓ **(Monograph)** *Consortiums, Foundations and Trusts (Opera Consorzi, Fondazioni e Trust)*, MAGGIOLI EDITORE S.P.A., Puntolinea Series, 1st Edition, June 2003

#### 2004

- ✓ **(Monograph)** *Cooperative Societies (Le Società Cooperative)*, MAGGIOLI EDITORE S.P.A., Puntolinea Series, February 2004

#### 2005

- ✓ **(Monograph)** *Consortiums, Foundations and Trusts (Opera Consorzi, Fondazioni e Trust)*, MAGGIOLI EDITORE S.P.A., Puntolinea series, II Edition, February 2005

#### 2006

- ✓ *Inventing and Patenting Today (Inventare e Brevettare Oggi)*, Trademarks and Patents in Business Communication, Proceedings of the Conference held at the C.C.I.A.A. in L'Aquila on 31 May 2005, edited by the C.C.I.A.A. and the University of L'Aquila, January 2006
- ✓ *Alfred Hitchcock's Psycho Project (Il Progetto Psycho di Alfred Hitchcock)*, Bimonthly magazine SCENA ILLUSTRATA no. 1, February 2006
- ✓ *Titanic, all the behind the scenes of the Kolossal*, Bimonthly magazine SCENA ILLUSTRATA no. 2, April 2006

- ✓ *Sustainable Art*, Bimonthly Magazine SCENA ILLUSTRATA No. 2, April 2006
- ✓ *The Income of Insurance Companies post IRES Corrective Decree (Il Reddito delle Imprese di Assicurazione post Decreto correttivo IRES)*, BOLLETTINO TRIBUTARIO D'INFORMAZIONI N. 12/2006, MILAN, 2006
- ✓ **(Monograph)** *Consortiums, Foundations and Trusts (Opera Consorzi, Fondazioni e Trust)*, MAGGIOLI EDITORE S.P.A., Professionisti & Imprese series, III Edition, December 2006

2007

- ✓ *Hitchcock's International Intrigue (Intrigo Internazionale di Hitchcock)*, Bimonthly Magazine SCENA ILLUSTRATA no. 1, January 2007
- ✓ *Which responsibility for the politician? (Quale responsabilità per il politico?)*, Bimonthly magazine SCENA ILLUSTRATA No. 1, January 2007
- ✓ **(Monograph)** *Succession: Tax, Declaration and Land Registration (Opera La Successione: Imposta, Dichiarazione e Voltura Catastale)*, MAGGIOLI EDITORE S.P.A., Tributi Series, I Edition, April 2007
- ✓ **(Monograph)** *Ethical Management. Principles and Foundations (Opera Management Etico. Principi e Fondamenti)*, GIUFFRE' EDITORE, MILAN, September 2007

2008

- ✓ **(Monograph)** *The Social Report and the Ethical Business Module (Opera Il Bilancio Sociale e il Modulo Aziendale Etico)*, GIUFFRE' EDITORE, MILAN, April 2008

2009

- ✓ *Words are not enough (Foreword) Opera Le parole non bastano (prefazione)*, GUIDA EDITOR, May 2009
- ✓ **(Monograph)** *Brokerage Contracts (curatorship) (Opera I Contratti di Intermediazione (ed.))*, CEDAM EDITORE, PADOVA, June 2009
- ✓ *Article The Bridging Project (Il Progetto Bridging)*, in GALILEO Magazine No. 194, Padua, October 2009
- ✓ *Article The Bridges of Alexander the Great (I Ponti di Alessandro Magno)*, in GALILEO Magazine No. 194, Padua, October 2009

2010

- ✓ *Review of the novel White as Milk, Red as Blood (Bianca come il Latte, Rossa come il Sangue) by Alessandro D'Avenia* (published by MONDADORI), Milan, in CORRIERE INFORMAZIONE on line, January 2010
- ✓ *Article The Bridge, Metaphor of Communication between Alterities (Il Ponte, Metafora di Comunicazione tra le Alterità)*, in PEDAGOGIA PIU' DIDATTICA Magazine No. 1, Trento, January 2010
- ✓ **(Monograph)** *Consumer Rights (Opera Il Diritto dei Consumatori (ed.))*, CEDAM EDITORE, PADUA, June 2010
- ✓ **(Monograph)** *Ethical Infrastructures. Communication, Environmentalism, Corporate Social Responsibility (Opera Infrastrutture Etiche. Comunicazione, Ambientalismo, Responsabilità Sociale di Impresa)*, supplement to LESTRADE Magazine no. 1460, September 2010, on the occasion of the IABSE World Symposium *Large Structures and Infrastructures for Environmentally Constrained and Urbanised Areas*, VENICE - 22-24 September 2010
- ✓ *Pupi Avati, between Fellini, Rossellini and Borges (Pupi Avati, tra Fellini, Rossellini e Borges,)*, in *Pupi Avati, un poeta fuori dal coro (un poeta fuori dal coro)* edited by Adriano Pintaldi, on the occasion of the XV Edition of ROMA FILM FESTIVAL, Rome, December 2010
- ✓ *Natalino Otto. I sell Rhythm (introduction) (Opera Natalino Otto. Vendo Ritmo)*, EDIZIONI SABINAE, Rome, December 2010

## 2011

- ✓ *Independent Control in Non-Profit Entities and the Professional Contribution of the Chartered Accountant and Accounting Expert (Il Controllo Indipendente negli Enti Non Profit e il Contributo Professionale del Dottore Commercialista e dell'Esperto Contabile)*, by the 'Economic and financial reporting and management of non-profit companies' Commission of the National Council of Certified Accountants and Accounting Experts (CNDCEC), among whose members is Marco Eugenio Di Giandomenico, ROME, 16 February 2011
- ✓ Article *The Bridge of Mostar: Metaphysical before Physical Reconstruction (Il Ponte di Mostar: Ricostruzione Metafisica prima che Fisica)*, LESTRADE Magazine, Milan, No. 05/2011
- ✓ Article *New Frontiers of Sustainability for Public Works (Nuove Frontiere di Sostenibilità per le Opere Pubbliche)*, LESTRADE Magazine, Milan, No 10/2011

## 2012

- ✓ *Iron Lady, Which movie?* Column, [www.lifely.it](http://www.lifely.it), April 2012
- ✓ *Once Upon a Time in America, Which movie?* Column, [www.lifely.it](http://www.lifely.it), April 2012
- ✓ *Preview of the 2012 International Exhibition 'Bergamo province towards the EXPO' (BvE). Aldo Fabrizi, an eclecticism to be rediscovered*, in *Aldo Fabrizi. Roman Art: in the Cinema and the Kitchen (Arte romana: al Cinema e in Cucina)* edited by Adriano Pintaldi, for the occasion of the *Preview of the 2012 International Exhibition* on the themes of Expo 2015 'Bergamo province towards the EXPO' (BvE), MAGGIOLI EDITORE, June 2012
- ✓ *Elisabeth Bond directed by Boyle, Which movie?* Column, [www.lifely.it](http://www.lifely.it), July 2012
- ✓ *Eva vs. Eva, Which movie?* Column, [www.lifely.it](http://www.lifely.it), July 2012

## 2013

- ✓ *The Artist, Which movie?* Column, [www.lifely.it](http://www.lifely.it), January 2013
- ✓ *Sunset Boulevard, Which movie?* Column, [www.lifely.it](http://www.lifely.it), April 2013
- ✓ *Time of Completion of Services for VAT Purposes (Momento di Ultimazione delle Prestazioni di Servizi ai fini IVA)*, Corriere Informazione, June 2013
- ✓ *La Percezione del Bello (La Percezione del Bello)*, within Giusy D'Arrigo's *Vita a Spirale* catalogue, ARMANDO CURCIO EDITORE, Rome, July 2013.
- ✓ **(Monograph)** *Tundurundu. Thoughts of Love and Beauty. A Year of Facebook (Tundurundù. Pensieri di Amore e di Bellezza. Un anno di facebook)*, MARCIANUM PRESS, Venice, October 2013.

## 2014

- ✓ **(Monograph)** *Ethical Management. Principles and Foundations (Management Etico. Principi e Fondamenti)*, 2nd Edition, GIUFFRE' EDITORE, Milan, January 2014.
- ✓ *The timeless Grace Kelly opens the Cannes Film Festival (L'intramontabile Grace Kelly apre il Festival del Cinema di Cannes)*, 2DUERIGHE, Milan, 25 May 2014.
- ✓ *Lauren Bacall dies in New York (Muore a New York Lauren Bacall), 'the Look'*, 2DUERIGHE, Milan, 13 August 2014.
- ✓ *The third sector can be the answer to falling business confidence (Il terzo settore può essere la risposta al calo di fiducia delle imprese.)*, 2DUERIGHE, Milan, 5 September 2014.
- ✓ *Dario Argento, true talent (Dario Argento, talento vero)*, in *Dario Argento. Red as Blood. Red as Passion (Dario Argento. Rosso come il Sangue. Rosso come la Passione)* edited by Adriano Pintaldi, Roma Film Festival 2014, Rome, 16 December 2014.
- ✓ *From son to father: Manuel's untimely death on the fortieth anniversary of Vittorio De Sica's death (Da figlio a padre: la prematura scomparsa di Manuel nel quarantesimo anniversario della morte di Vittorio De Sica)*, 2DUERIGHE, Milan, 26 December 2014.

- ✓ *Environmental Aspects in Corporate Social Strategy and Reporting (Gli aspetti ambientali nella strategia e nella rendicontazione sociale delle imprese)*, in *Economy, Environment and Sustainable Development (Economia, Ambiente e Sviluppo Sostenibile)*, edited by Manuela Ciani Scarnicci, Angelina Marcelli, Patrizia Pinelli, Annalisa Romani, Roberto Russo, FRANCO ANGELI, Milan, December 2014.

2015

- ✓ *Eighty years since the birth of Elvis Presley (Ottant'anni dalla nascita di Elvis Presley)*, BLASTING.NEWS, 4 January 2015.
- ✓ *Major exhibition in Brescia on art and food in the context of EXPO 2015 (Grande mostra a Brescia su arte e cibo in chiave EXPO 2015)*, BLASTING.NEWS, 4 January 2015.
- ✓ *With the death of Pino Daniele, a great soundtrack composer also disappears (Con la morte di Pino Daniele scompare anche un grande compositore di colonne sonore)*, BLASTING.NEWS, 9 January 2015.
- ✓ *Hollywood actor Rod Taylor, star of Hitchcock's 'Birds', leaves us (Ci lascia l'attore hollywoodiano Rod Taylor, protagonista del film 'Uccelli' di Hitchcock)*, BLASTING.NEWS, 10 January 2015.
- ✓ *Film 'Giants in Milan' (Volume II) being presented at Spazio Oberdan in Milan (Film 'Giants in Milan' (Volume II) in presentazione allo Spazio Oberdan a Milano)*, BLASTING.NEWS, 19 January 2015.
- ✓ *Ethics, finance and corporate competitive performance, an inescapable connection in the new economy (Etica, finanza e performance competitiva aziendale, connessione imprescindibile nella new economy)*, PRESS, Journal of the National Council of Chartered Accountants and Accounting Experts (CNDCEC), Rome, No. 75, March 2015.
- ✓ *Presentation of the film 'Giants in Milan' at the Hotel Diana Majestic in the context of EXPO 2015 (Presentazione del Film 'Giants in Milan' all'Hotel Diana Majestic in chiave EXPO 2015)*, BLASTING.NEWS, 23 April 2015.
- ✓ *Brera. The balance of Accademia Aperta (Brera. Il Bilancio di Accademia Aperta)*, ARTRIBUNE, 17 September 2015.
- ✓ *Accalori, Tinte, Sguardo, Anto, Di Fronte, Roby and Sbadiglio*, in *Reflections*, PAGINE, Rome, October 2015.

2016

- ✓ *Minutes and Procedures of the Board of Statutory Auditors (Verbali e procedure del collegio sindacale)*, edited by the Commission 'Control Systems and Board of Statutory Auditors - Accounting Principles, Auditing Principles and Control Systems Area' headed by Raffaele Marcello, National Committee of Chartered Accountants and Accounting Experts in Rome, Marco Eugenio Di Giandomenico member of the commission, CNDCEC, Rome, April 2016.
- ✓ Author of the texts and screenplay of the film *GIANTS IN MILAN - ARTE SOSTENIBILE (SUSTAINABLE ART)*, by Marco Eugenio Di Giandomenico, directed by Andrea Bellati, produced by ETHICANDO Association, with music by Renato Doney (Renato Di Giandomenico), with the special participation of Pino Farinotti (writer, film critic), Marina Messina (Director Polo Musei Storici e Musei Archeologici), Giovanna Mori (Curator in charge of Castello Sforzesco), Claudio Salsi (Superintendent and Director of the Castle, Archaeological Museums and Historical Museums Sector), Don Gianantonio Borgonovo (Archpriest of the Duomo and President of the Veneranda Fabbrica), Ferruccio De Bortoli (Journalist), Carla Fracci (étoile), Francesco Alberoni (Sociologist, essayist and writer), Rossella Farinotti (Art Critic), Emilio Isgro (Artist), Fernando Mazzocca (Art Historian), Francesco Martelli (Head of the Cittadella degli Archivi, City of Milan), Sergio Escobar (Director of the PiccoloTheatre). Milan, December 2016.

2017

- ✓ *Franco Scepi, the OVER-sustainable artist (Franco Scepi, l'artista OVER-sostenibile)*, in the catalogue for the art exhibition SCEPI OVER AD'ART, 1957-2017, organised in Foggia (FG) by the Banca del Monte di Foggia Foundation from 4 March to 8 April 2017, Banca del Monte di Foggia Foundation, Foggia, 2017.
- ✓ *"Pandora's Box ... last is hope" ("Il vaso di Pandora ... ultima è la speranza")* by Franco Scepi, Verso l'Arte Online Press Agency, Alessandria, 13 March 2017.

- ✓ *Carlo Caldara, Daguerrian of Contemporary Art (Carlo Caldara, Daguerriano dell'arte contemporanea)*, in the catalogue for the art exhibition CARLO CALDARA TRUE STORY, with various dates in 2017 (Complesso del Vittoriano in Rome; 57<sup>ma</sup> International Art Exhibition La Biennale di Venezia - Guatemala Pavilion; Orangerie Museum in Paris), Pandion Edizioni, Rome, 2017.
- ✓ *The Sustainable Muses of Giuseppe Piccione (Le Muse sostenibili di Giuseppe Piccione)*, in the catalogue for the art exhibition GIUSEPPE PICCIONE MUSE-X, organised in Catania by Galleria KoArt from 8 July 2017 to 5 August 2017, with presentation of the catalogue on 27 July 2017, Catania, 2017.
- ✓ *The meta-sustainability of Roberto Rosso (La meta-sostenibilità di Roberto Rosso)*, Who's who column, Il Fotografo no. 297, Milan, October 2017.

2018

- ✓ *More on Gualtiero Marchesi, the chef of chefs with his ethical and aesthetic cuisine (Ancora un ricordo su Gualtiero Marchesi, lo chef degli chef con la sua cucina etica ed estetica)*, ARTRIBUNE, 7 January 2018 ([www.artribune.com/professioni-e-professionisti/who-is-who/2018/01/ancora-un-ricordo-su-gualtiero-marchesi](http://www.artribune.com/professioni-e-professionisti/who-is-who/2018/01/ancora-un-ricordo-su-gualtiero-marchesi)).
- ✓ *The role of tourism in the battle against terrorism (Il ruolo del turismo nella battaglia contro il terrorismo)*, THE GLOBAL REVIEW, 28 January 2018 (<http://theglobal.review/it/economia/il-ruolo-del-turismo-nella-battaglia-contro-il-terrorismo>).
- ✓ *No more selfies on the Cannes red carpet (Niente più selfie sul red carpet di Cannes)*, 2DUEGHE, 9 April 2018 ([www.2duerighe.com/rubriche/lifestyle-sostenibile/99435-niente-piu-selfie-sul-red-carpet-cannes.html](http://www.2duerighe.com/rubriche/lifestyle-sostenibile/99435-niente-piu-selfie-sul-red-carpet-cannes.html)).
- ✓ *Van Gogh on film. Between culture and new technologies (Van Gogh al cinema. Tra cultura e nuove tecnologie)*, ARTRIBUNE, 10 April 2018 ([www.artribune.com/arti-performative/cinema/2018/04/van-gogh-film-mostre-nuove-tecnologie](http://www.artribune.com/arti-performative/cinema/2018/04/van-gogh-film-mostre-nuove-tecnologie)).
- ✓ *A Hemingway book always in the bag (Un libro di Hemingway sempre in borsa)*, 2DUEGHE, 8 May 2018 ([www.2duerighe.com/rubriche/lifestyle-sostenibile/100489-un-libro-di-hemingway-sempre-in-borsa.html](http://www.2duerighe.com/rubriche/lifestyle-sostenibile/100489-un-libro-di-hemingway-sempre-in-borsa.html)).
- ✓ *Sustainable Eschatologies (Escatologie Sostenibili)*, in the Mostra catalogue: AND IT WAS EARTHQUAKE. THE BIRTH, DEATH AND RESURRECTION OF THE SON OF GOD BETWEEN SACRED AND PROFANE (E FU TERREMOTO. LA NASCITA, LA MORTE E LA RESURRECTION DEL FIGLIO DI DIO TRA SACRO E PROFANO) curated by Vittorio Erlindo, Viadana (Mantova), 23 September 2018.
- ✓ *Beautiful Sustainable Homes (Belle Case Sostenibili)*, 2DUEGHE, 5 November 2018 ([www.2duerighe.com/rubriche/lifestyle-sostenibile/104884-belle-case-sostenibili-2.html](http://www.2duerighe.com/rubriche/lifestyle-sostenibile/104884-belle-case-sostenibili-2.html)).

2019

- ✓ Critical text *God in the Hands (Dio nelle Mani)*, in the photo book by Roberto Granata *Hands (Mani)*, Il Cigno GG Edizioni, Rome, February 2019.
- ✓ Critical text *Anguish. Vertigo of Freedom (Angoscia. Vertigine di Libertà)*, concerning the solo exhibition of artist *Santi Sindoni* entitled *Santi Sindoni. Anguish. Vertigo of Freedom (Angoscia, Vertigine di Libertà)*, inaugurated at Spazio Broletto in Como on 9 February 2019.
- ✓ Critical text *Ioan Sbarciu, "east-ethic" visionary (Ioan Sbarciu, est-etico visionario)*, as part of the event/exhibition *Ioan Sbarciu meets Brera Academy*, organised by the ARD&NT Institute (Brera Academy of Fine Arts and Milan Polytechnic University) at the Sala Napoleonica of the Brera Academy of Fine Arts in Milan on 23 and 24 February 2019.
- ✓ **(Monograph)** *Paola Giordano. Metropolitan Suggestions between Life and Art (Opera Paola Giordano. Suggestioni Metropolitane tra Vita e Arte)*, Ethicando Edizioni, Milan, April 2019.
- ✓ **(Monograph)** *Inspiration of Flavour. Giuseppe Maglione, Sustainable Pizza Artist (Opera L'Estro del Gusto. Giuseppe Maglione, Artista della Pizza Sostenibile)*, Apeiron Edizioni, Naples, October 2019.
- ✓ *Paola Giordano Protagonist of a Multisensory Event at the Brera Academy (Paola Giordano Protagonista di un Evento Multisensoriale in Accademia di Brera)*, JULIET CONTEMPORARY ART MAGAZINE, 6 November 2019 ([www.juliet-artmagazine.com/paola-giordano-protagonista-di-un-evento-multisensoriale-in-accademia-di-brera](http://www.juliet-artmagazine.com/paola-giordano-protagonista-di-un-evento-multisensoriale-in-accademia-di-brera)).
- ✓ *The Story of Lina Wertmuller and her Oscar for Lifetime Achievement (La Storia di Lina Wertmuller e del suo Oscar alla Carriera)*, ARTRIBUNE, 7 November 2019 ([www.artribune.com/arti-performative/cinema/2019/11/lina-wertmuller-oscar-carriera](http://www.artribune.com/arti-performative/cinema/2019/11/lina-wertmuller-oscar-carriera)).



- ✓ *Art and Food, a Nagging Question (Arte e Food, un'Annosa Questione)*, JULIET CONTEMPORARY ART MAGAZINE, 20 December 2019 ([www.juliet-artmagazine.com/arte-e-food-unannosa-questione](http://www.juliet-artmagazine.com/arte-e-food-unannosa-questione)).
- ✓ Critical text *Roberto Rocco and the Imaginative Feminine Cinema (Roberto Rocco e l'Immaginifico Cinema Femminile)*, concerning the photographic exhibition *My Divas* by Roberto Rocco curated by Marco Eugenio Di Giandomenico, organised by the International Film Festival CAPRI, HOLLYWOOD 2019, Certosa di San Giacomo, Capri (Naples), inaugurated on 26 December 2019.

#### 2020

- ✓ *Lucia Bosè and her Angels. Story of an Actress (Lucia Bosè e i suoi Angeli. Storia di un'Attrice)*, ARTRIBUNE, 25 March 2020 ([www.artribune.com/arti-performative/cinema/2020/03/lucia-bose-attrice-angeli](http://www.artribune.com/arti-performative/cinema/2020/03/lucia-bose-attrice-angeli)).
- ✓ *Roberto Rocco and the Imaginative Women's Cinema (Roberto Rocco e l'Immaginifico Cinema Femminile)*, JULIET CONTEMPORARY ART MAGAZINE, 3 April 2020 ([www.juliet-artmagazine.com/roberto-rocco-e-limmaginifico-cinema-femminile](http://www.juliet-artmagazine.com/roberto-rocco-e-limmaginifico-cinema-femminile)).
- ✓ **(Monograph)** *Sustainbale Orestes (Oreste Sostenibile)* in *The Madness of Orestes (La Follia di Oreste)* edited by Giacomo Maria Prati and Marco Eugenio Di Giandomenico, AIMAGAZINEBOOKS, 16 April 2020 ([www.aimagazinebooks.com/product/la-follia-di-oreste](http://www.aimagazinebooks.com/product/la-follia-di-oreste)).
- ✓ *Orestes, son of Agamemnon, resurrects in the age of the great pandemic (Oreste, figlio di Agamennone, risorge nell'era della grande pandemia)*, JULIET CONTEMPORARY ART MAGAZINE, 22 May 2020 ([www.juliet-artmagazine.com/oreste-figlio-di-agamennone-risorge-nellera-della-grande-pandemia](http://www.juliet-artmagazine.com/oreste-figlio-di-agamennone-risorge-nellera-della-grande-pandemia)).
- ✓ *Matares. A Film by Rachid Benhadj (Matares. Un Film di Rachid Benhadj)*, review by Marco Eugenio Di Giandomenico, JULIET CONTEMPORARY ART MAGAZINE, 12 June 2020 ([www.juliet-artmagazine.com/matares-di-rachid-benhadj](http://www.juliet-artmagazine.com/matares-di-rachid-benhadj)).
- ✓ *The Denied City (La Città Negata)*, CLUB MILAN, 1 July 2020 ([www.clubmilano.net/2020/07/milano-la-citta-negata/?fbclid=IwAR3H\\_PnRsdLow707r-YwHednitTuGs58GBM4ko6r7enOQKtetlpyD7UgwA](http://www.clubmilano.net/2020/07/milano-la-citta-negata/?fbclid=IwAR3H_PnRsdLow707r-YwHednitTuGs58GBM4ko6r7enOQKtetlpyD7UgwA)).
- ✓ Foreword to the work *Art 4.0 - Big Data, Blockchain and Social Media for Art (Arte 4.0 - Big Data, Blockchain e Social Media per l'Arte)* by Roberto Presicci, as part of *The Ethicando Notebooks (I Quaderni di Ethicando)*, editorial series directed by Marco Eugenio Di Giandomenico, ETHICANDO EDIZIONI, July 2020.
- ✓ Critical Text *Escatomateria*, relating to the artistic exhibition *Escatomateria* by Santi Sindoni, curated by Marco Eugenio Di Giandomenico, organised by the Fondazione Artè of Milan in collaboration with the City of Noto (SR) and other public and private entities, Palazzo Ducezio, Noto (SR), inaugurated on 3 August 2020.
- ✓ *Escatomateria by Santi Sindoni in Noto (Escatomateria di Santi Sindoni a Noto)*, review by Marco Eugenio Di Giandomenico, JULIET CONTEMPORARY ART MAGAZINE, 18 November 2020 ([www.juliet-artmagazine.com/escatomateria-di-santi-sindoni-a-noto](http://www.juliet-artmagazine.com/escatomateria-di-santi-sindoni-a-noto)).
- ✓ *Civitavecchia Waterfront by Roberto Rocco (Civitavecchia Waterfront di Roberto Rocco)*, review by Marco Eugenio Di Giandomenico, JULIET CONTEMPORARY ART MAGAZINE, 19 November 2020 ([www.juliet-artmagazine.com/civitavecchia-waterfront-di-roberto-rocco](http://www.juliet-artmagazine.com/civitavecchia-waterfront-di-roberto-rocco)).

#### 2021

- ✓ *Lucia Sardo. A Journey into the Soul (Lucia Sardo. Un viaggio nell'anima)*, JULIET CONTEMPORARY ART MAGAZINE, 24 January 2021 (<https://www.juliet-artmagazine.com/lucia-sardo-un-viaggio-nellanima>).
- ✓ *The Grail in the Romantic, Artistic and Aesthetic Reception (Il Graal nella ricezione romantica, artistica ed estetica)*, in *The Tale of the Grail (Il Racconto del Graal)*, edited by Giacomo Maria Prati and Alessandro Coscia, JOUVENCE EDITOR, 2021
- ✓ *Fallen in Time (Caduto nel tempo)*, poem in *The Pages of the Poet Leonardo da Vinci (Le pagine del poeta Leonardo da Vinci)*, PAGINE EDITORE, Rome, 2021
- ✓ Critical Text **SACRED PROFANE (SACRO PROFANO)**, concerning the art exhibition *Sacro Profano* by Roberto Rocco, curated by Marco Eugenio Di Giandomenico, organised by ARD&NT Institute (Brera Academy of Fine Arts and Milan Polytechnic University) and Ethicando Association of Milan, former San Carpoforo Church of the Brera Academy of Fine Arts, Milan, inaugurated on 28 October 2021

- ✓ *SACRED PROFANCE (SACRO PROFANO)* by Roberto Rocco from the Brera Academy to Capri-Hollywood, JULIET CONTEMPORARY ART MAGAZINE, 12 December 2021 (<https://www.juliet-artmagazine.com/sacro-profano-di-roberto-rocco-dallaccademia-di-brera-a-capri-hollywood>)

2022

- ✓ *Adriano Segarelli. Memory & Tremor*, JULIET CONTEMPORARY ART MAGAZINE, 13 January 2022 (<https://www.juliet-artmagazine.com/adriano-segarelli-memory-tremor>)
- ✓ *Decumanp Maximo by Alessio Consorte (Decumanp Maximo di Alessio Consorte)*, JULIET CONTEMPORARY ART MAGAZINE, 6 March 2022 (<https://www.juliet-artmagazine.com/decumano-maximo-di-alessio-consorte>)
- ✓ **(Monograph)** *Sustainable Art (Arte sostenibile)*, edited by Marco Eugenio Di Giandomenico, with texts by Marco Eugenio Di Giandomenico, Raffaella Salato, Diana Alessandrini, Massimiliano Marafon Pecoraro, Riccardo Maria Braglia, John David Mooney, Arvedo Arvedi, SILVANA EDITORIALE, Milan, March 2022
- ✓ Critical text of the solo exhibition ARTE SOSTENIBILE (SUSTAINABLE ART) by the artist Arvedo Arvedi, with the artistic curatorship of Marco Eugenio Di Giandomenico. organised by the Ethicando Association, in collaboration with the Municipality of Milan and the ARD&NT Institute (Brera Academy of Fine Arts and Milan Polytechnic University), with talks by Robert Allegrini (President of NIAF - National Italian American Foundation - of Washington, D.C. - USA), John David Mooney (American artist), Filippo Barberis (Councillor of the Municipality of Milan), Roberto Favaro (musicologist and former deputy director of the Brera Academy), Domenico Nicolamarino (lecturer at the Brera Academy of Fine Arts in Milan), Riccardo Maria Braglia (art critic), Massimiliano Marafon Pecoraro (art historian), Marzio Dallagiovanna (Vice-President and Treasurer of the Executive Committee of the Permanent Secretariat of the World Summit of Nobel Peace Laureates), Annaluce Licheri (President of the Associazione Italia In Testa), Franco Scepi (Head of Art and Culture at the Gorbachev Foundation), Matteo Bensi (musician), Attilio Rubba (musician), as well as various personalities from the arts and culture sector. Palazzo Marino, Milan, 6 April 2022
- ✓ Critical text of the solo exhibition CHROMOLOVER by the artist Arvedo Arvedi, with the artistic curatorship of Marco Eugenio Di Giandomenico. Hotel Accademia, Verona, June 2022
- ✓ Critical text of the solo exhibition MISSED TRUTH by artist Paola Giordano, with the artistic curatorship of Marco Eugenio Di Giandomenico, organised by Ethicando Association, promoted by Betting On Italy (BOI) with the participation of actress Antonella Salvucci. Palazzo Ferrajoli, Rome, 14-21 June 2022
- ✓ Critical text of the solo exhibition YELLOW DREAMS. SUSTAINABLE CHROMATIC CONVERGENCES (YELLOW DREAMS. CONVERGENZE CROMATICHE SOSTENIBILI) by the artist Caterina Romano, curated by the art critic Marco Eugenio Di Giandomenico, organised by Antonella Stifani and the Travel and Learn Association of Lecce, promoted by Betting On Italy (BOI), sponsored by the Municipality of Gallipoli, the Apulia Region, the Province of Lecce, the Archaeological Museum "Sigismondo Castromediano" of Lecce, Confindustria of Lecce, Ethicando Association of Milan. Council Headquarters of the Municipality of Gallipoli, 6-23 July 2022
- ✓ Critical text of the solo exhibition PHANTA REI by the artist Milan Goldschmiedt, with the artistic curatorship of Marco Eugenio Di Giandomenico. The initiative, organised in collaboration with Ethicando Association, takes place within the framework of the History of Music and Musical Theatre Course of

the Brera Academy of Fine Arts in Milan and the SOUNDART Master Course of the ARD&NT Institute (Brera Academy of Fine Arts and Milan Polytechnic University), directed by Roberto Favaro. The musical moment is curated by violinist Yulia Berinskaya.

- ✓ The event, which is part of the Brera Academy's SUONO E ARTE festival, is also organised in collaboration with the association Gli Amici di Musica/Realtà, and is promoted by the international communication platform Betting On Italy (BOI). Former Church of San Carpoforo, Brera Academy of Fine Arts, Milan, 27 October 2022
- ✓ **(Monograph)** *Free from Barriers (Liberi dalle Barriere)*, edited by Marco Eugenio Di Giandomenico, with editorial contributions also by Lamberto Bertolé (Councillor for Welfare and Health of the Municipality of Milan), Tommaso Sacchi (Councillor for Culture of the Municipality of Milan), Giovanna Reposi, Stelio Campanale, Francesco Fabbiani, ETHICANDO EDITORE, Milan, November 2022
- ✓ *Presentation of Enrico Manera's Ready Made pictosculpture (Presentazione della pittoscultura Ready Made di Enrico Manera)* (by Marco Eugenio Di Giandomenico) in *A Legend Called Jaguar and Type (Una leggenda chiamata Jaguar e Type)* by Fabio Berardi and Gianluca Bardelli, ETABETA EDIZIONI, Rome, November 2022
- ✓ *A flight that continues in Beauty (Un volo che continua nella Bellezza)* by Marco Eugenio Di Giandomenico in *Beyond the clouds (Al di là delle nuvole)* by Giusy D'Arrigo, Armando Curcio Editore, Rome, December 2022

2023

- ✓ *Educational approach to artistic creativity. Creativity v/s disability (Approccio educativo alla creatività artistica. Creatività v/s disabilità)*, in *Altre scritture* by Beniamino Cardines, LFA Publisher, Naples, 2023
- ✓ *Critical text of the solo exhibition ENGRAVING/PAINTING/SCULPTURE RT by artist Antonietta Viganone, curated by art critic Marco Eugenio Di Giandomenico, organised by Fondazione Antonietta Viganone ETS in collaboration with Ethicando Association, F&C Studio Legale Tributario and Betting On Italy. Green Terrace by F&C Studio Legale Tributario, Milan, 14 June - 31 July 2023*
- ✓ **(Monograph)** *The artistic experience of Tiziano Calcari. Creativity and morning in sustainable art (L'esperienza artistica di Tiziano Calcari. Creatività e lutto nell'arte sostenibile)* by Marco Eugenio Di Giandomenico, SILVANA EDITORIALE, Milan, November 2023
- ✓ *Critical text of the art exhibition by Tiziano Calcari and Caterina Romano as part of the event SUSTAINABLE ART (SUSTAINABILITY OF ART), organised by Ethicando Association of Milan with the media support of Betting On Italy (BOI) and Estro Digitale, and sponsored by the Indian Chamber of Commerce for Italy, the Antonietta Viganone ETS Foundation and the California Surf Museum in Oceanside (CA- USA). The event consisted of two conferences on the sustainability of art (29.11.2023 and 04.12.2023) and the exhibitions of works of art by Tiziano Calcari (29.11.2023-01.12.2023) and Caterina Romano (04.12.2023-06.12.2023) at the Museo del Risorgimento in Milan, with the artistic and scientific curatorship of Marco Eugenio Di Giandomenico*
- ✓ *Critical text of Antonietta Viganone's solo exhibition as part of the event FONDAZIONE ANTONIETTA VIGANONE. A MILANESE PROJECT FOR THE SUSTAINABILITY OF CONTEMPORARY ART, organised by the Fondazione Antonietta Viganone ETS, under the patronage of the Municipality of Milan and the Universidad Pontificia Comillas of Madrid, at D&G Martini on 14.12.2023, with the artistic and scientific curatorship of Marco Eugenio Di Giandomenico*

2024

- ✓ *Critical text of the solo exhibition METROPOLITAN FLOWERS by artist Paola Giordano at Ethicando Gallery in Milan, with the artistic curatorship of Marco Eugenio Di Giandomenico (29.02 - 10.03.2024)*
- ✓ *Critical text of the presentation of the book THE DREAMER. ME, THE OLIVER ONIONS AND A WHOLE LIFETIME (IL SOGNATORE. IO, GLI OLIVER ONIONS E TUTTA UNA VITA) by Guido De Angelis during the event UN VIAGGIO NELLA BELLEZZA LUNGO UNA VITA, with the artistic and scientific*

curatorship of Marco Eugenio Di Giandomenico, organised at the Municipal Theatre of Nardò (LE) on 16.03.2024, by the Municipality of Nardò (LE), Ethicando Association, and with the patronage of various public and private organisations

- ✓ **(Monograph)** *The ocean within. Journey of the Soul and Life* (l'oceano dentro. Viaggio dell'anima e della vita) by Marco Eugenio Di Giandomenico and Severino Ricci, Ethicando Publisher, Milan, March 2024
- ✓ *The Three Ladies of Leonardo. Tales of Zoè* (Le tre dame di Leonardo. Racconti di Zoè) (foreword) by Giovanna Cristiani, Ethicando Publisher, Milan, April 2024
- ✓ Critical text of the solo exhibition RAUL V/S BASQUIAT by the artist Raul, with the artistic curatorship of Marco Eugenio Di Giandomenico, at Ethicando Gallery (10.04 - 31.05.2024)
- ✓ Critical text of the solo exhibition by Antonietta Viganone (27.05 - 10.06.2024) in the context of the SUART 2024 forum in Madrid, with the artistic curatorship of Marco Eugenio Di Giandomenico, organised by the Universidad Pontificia Comillas in Madrid, in collaboration with the Università Statale di Milano and the Università degli Studi di Firenze and the patronage of various public and private organisations

## VI

### CONFERENCES, SEMINARS AND EVENTS AS SPEAKER, ART DIRECTOR AND/OR CHAIRMAN

#### (Non-exhaustive list)

2001

*Fiscal and financial planning (Pianificazione fiscale e finanziaria)*, IPSOA EDITORE S.R.L., Conference Centre Hotel Mediterraneo - Cagliari, 18 October 2001 **(Subject: Tax Law)**

*Tremonti-bis and National and Regional Incentives (La Tremonti-bis e gli Incentivi nazionali e regionali)*, ASSOCIAZIONE VOX MILITIAE, Presidium Military Circle - L'Aquila, 19 December 2001 **(Subject: Tax Law)**

2003

*Public Course for Managers Lazio Region (Corso-Concorso per Dirigenti Regione Lazio)*, ERNST & YOUNG, ATENEO PONTIFICIO REGINA APOSTOLORUM, UPRA - Rome, Jul., Aug. and Sept. 2003 **(Subject: Regional Law and Public Accounting)**

*Enhancing Minor Architecture (Valorizzare l'architettura minore)*, SCUOLA EDILE NOVARESE, Conference Hall Historical Museum Associazione Irrogazione Est Sesia - Novara, 14 November 2003 **(Subject: Financial Law and Business Economics)**

2004

*The mathematics of the citizen and the mathematics of the scientist: searching for a meeting point! (La matematica del cittadino e la matematica dello scienziato: alla ricerca di un punto di incontro!)*, UNIVERSITY OF TERAMO, DEPARTMENT OF COMMUNICATION SCIENCES, University of Teramo, Faculty of Law - Teramo, 16/17 January 2004 **(Subject: Cultural Economics)**

*Master's degree in management of non-profit organisations (Master in management delle organizzazioni non profit)*, PONTIFICIA UNIVERSITAS LATERANENSIS - Rome, Feb. 2004 **(Subject: NPO Law and Cultural Economics)**

*Intersections between Economics and Philosophy (Intersezioni tra economia e filosofia)*, UNIVERSITY OF L'AQUILA, University of L'Aquila, Faculty of Economics - L'Aquila, 12 March 2004 **(Subject: Cultural Economics)**

*Epistemology, Science and Society (Epistemologia, scienze e società)*, ARRE, Higher Education Institute 'E. Marino' - Teramo, 14 May 2004 **(Subject: Cultural Economics)**

*Navigating in turbulence: business activities between social risk, responsibility and social dimension (Navigare nella turbolenza: attività di impresa fra rischio sociale, responsabilità e dimensione sociale)*, FONDAZIONE VITTORINO COLOMBO, Università Cattolica del S. Cuore - Milan, 17 May 2004 **(Subject: Cultural Economics)**

*Economic enterprise, risk and responsibility of the entrepreneur in the globalised era (Intrapresa economica, rischio e responsabilità di imprenditore nell'era globalizzata)*, FONDAZIONE VITTORINO COLOMBO, Università Cattolica del S. Cuore - Milan, 21 May 2004 (**Subject: Cultural Economics**)

*Two days dedicated to minors (Due giornate dedicate ai minori)*, I.S.G.E.S.I., Palazzetto dei Nobili - L'Aquila, 22 May 2004 (**Subject: Cultural Economy**)

*New medical-scientific and ethical-philosophical research orientations for a balanced physical and mental fitness (Nuovi orientamenti di ricerca medico-scientifici ed etico-filosofici per un'equilibrata forma fisica e mentale)*, SOUL AND FITNESS INSTITUTE, Conference Center Farmaceutici - Misano Adriatico (RN), 3 July 2004 (**Subject: Institutional Greetings and Cultural Economy**)

*Justice and Public Administration (Giustizia e Pubbliche Amministrazioni)*, MUNICIPALITY OF MISANO ADRIATICO, Aula Magna Istituto S. Pellegrino - Misano Adriatico (RN), 3 July 2004 (**Subject: Institutional Greetings and Cultural Economy**)

2005

*Cultural Investment and Sustainable Development (Investimento Culturale e Sviluppo Sostenibile)*, TIRANA (ALBANIA), Aula Magna Polytechnic University, within the framework of the week of events *Sustainable Development for Albania (Sviluppo Sostenibile per l'Albania)*, Friday 18 March 2005 (**Subject: Cultural Economy**)

*International Forum on Water Scarcity (Forum Internazionale sulla Scarsità delle Risorse Idriche)*, ASCOLI PICENO, Sala dei Capitani in Piazza del Popolo, organised by Rotary International District 2090, Saturday 23 April 2005 (**Chairman**)

*Trade Marks and Patents in Business Communication (Marchi e Brevetti nella Comunicazione di Impresa)*, within the event *Inventing and Patenting Today (Inventare e Brevettare Oggi)*, L'AQUILA, Sala Consiliare Camera di Commercio di L'Aquila, 31 May 2005 (**subject: Marketing**)

*Strategies of Financial Support to Technological Innovation (Strategie di Supporto Finanziario all'Innovazione Tecnologica)*, within the Conference *Le Misure e l'Automazione dei Processi per la Riduzione dei Costi di Produzione (Measures and Process Automation for Reducing Production Costs)*, L'AQUILA, Faculty of Engineering, organised by ANGQ and Faculty of Engineering of L'Aquila, 7 July 2005 (**subject: Business Management**)

2006

*The European Works Council (EWC)*, Organised by the Autonomous Federation of Credit and Savings Workers (Federazione Autonoma Lavoratori del Credito e del Risparmio (FALCRI)), Falcri Headquarters in Milan, 16 February 2006 (**subject: Community Law**)

*Legal and Contractual Profiles of the Transfer and Contribution of Businesses (Profili Giuridici e Contrattuali della Cessione e del Conferimento di Azienda)*, organised by the Autonomous Federation of Credit and Savings Workers (Federazione Autonoma Lavoratori del Credito e del Risparmio (FALCRI)), Falcri Headquarters in Rome, 22 February 2006 (**subject: Commercial and Corporate Law**)

*Legal and Contractual Profiles of the Transfer and Contribution of Businesses (Profili Giuridici e Contrattuali della Cessione e del Conferimento di Azienda)*, organised by the Autonomous Federation of Credit and Savings Workers (Federazione Autonoma Lavoratori del Credito e del Risparmio (FALCRI)), Falcri Headquarters in Milan, 1 March 2006 (**subject: Commercial and Corporate Law**)

*The Legislative Decree on IAS: Fiscal and Civil Law Innovations for Companies (Il Decreto Legislativo sugli IAS: Novità Fiscali e Civilistiche per le Imprese)*, organised by Confimprese Italia (MI) and CTC Forma (VB), Chamber of Commerce of Baveno (VB), accredited with N. 4 training credits (Labour Consultants and Accountants), 9 May 2006 **(subject: Accounting)**

*Ethical and Communication Aspects of the Investment in Culture (Aspetti Etici e di Comunicazione dell'Investimento in Cultura)*, Organised by the University of the Third Age (della Terza Età), Opening Ceremony of the 5th Academic Year 2006/2007, Grand Hotel Adriatico Montesilvano (PE), 12 October 2006 **(subject: Cultural Economics)**

*The Management of Professional Practice Collections. Innovative Fiscal Profiles in the Determination of Professional Income (La Gestione degli Incassi dello Studio Professionale. Profili Fiscali innovativi nella determinazione dei Redditi Professionali)*, organised by Confimprese Italia, CTC Forma (VB) and **Giadi's Consulting®** - MILAN, Chamber of Commerce of Baveno (VB), accredited with N. 4 training credits (Labour Consultants and Accountants), 17 November 2006 **(subject: Accounting and Tax Law)**

*Forum on Tourism. Abruzzo Experience (Forum Sul Turismo. Abruzzo Experience)* with awarding of the *Neway Prize - Promotion of the Territory (Promozione del Territorio)* to Osvaldo Bevilacqua, organised by NEWAY, Grow's & Partners and C.C.I. du soleil, Bernardiniana Chair in L'Aquila, 30 November and 1 December 2006, **(Chairman)**

#### 2007

*Fiscal Aspects of International Electronic Payments (Aspetti Fiscali dei Pagamenti Elettronici Internazionali)*, organised by E-Pay International, Circolo della Stampa - MILAN, 15 March 2007, **(Chairman; Lecturer)**

*Corporate System of Ethical-Social Reporting and EU Funding (Sistema Aziendale della Rendicontazione Etico-Sociale e i Finanziamenti UE)*, c/o B2B Workshop, organised by Ronchiverdi Club (Turin), Ronchiverdi Club - TURIN, 16 May 2007, **(Chairman; Lecturer)**

*Opening ceremony of Zorzi Foundation*, organised by the Zorzi Foundation, at the "Pagoda" of the Hotel Des Bains, LIDO DI VENEZIA, 5 September 2007, **(Chairman; Lecturer)**

*Food, Beverage & Design Conference*, organised by the Zorzi Foundation, at the "Pagoda" of the Hotel Des Bains, LIDO DI VENEZIA, 7 September 2007, **(Chairman; Lecturer)**

*What Are the Effects of Local Human Capital on Household-Level Rents?*, The 8<sup>th</sup> Forum on China's Macroeconomic Performance and Policies "Housing and Public Policies: Theories, Problems and Countermeasures", organised by the Institute of Finance and Trade Economics (IFTE), Chinese Academy of Social Sciences (CASS) - BEIJING (CHINA), University of Florence, Faculty of Economics - FLORENCE (ITALY), International Center of Education and Research (INCER INSTITUTE) - MILAN (ITALY), Inter-University Centre for Actuarial Science and Risk Management (CISA) - FLORENCE (ITALY), BEIJING (CHINA), 10 November 2007, **(Chairman; Lecturer)**

#### 2008

*Presentation Events of the Rialto Project (Eventi di Presentazione del Progetto Rialto)*, organised by MATTIOLI S.p.a and SOLES S.p.a., via del Santuario - FORLI' and Aula Magna IUAV University - VENICE, 26, 28, 31 March 2008 and 2, 4, 11, 12 and 18 April 2008, **(Chairman; Lecturer)**

*What Ethics in Global Society and Enterprise (Quale Etica nella Società e nell'Impresa Globale)*, organised by Unione Giovani Industriali di Brescia as part of the 10th IMW, Villa Fenaroli - BRESCIA, 11 April 2008, **(Chairman; Lecturer)**

*The Rialto Project: the application of the ARGENT method to real estate inventories (Il Progetto Rialto: l'applicazione del metodo ARGENT agli inventari)*, during the Conference 'Why undervalue inventories? - The US model for recovering the value of surplus, real estate and other undervalued assets (Perchè subire la svalutazione degli inventari? - Il modello statunitense per recuperare il valore delle eccedenze, degli immobili e degli altri undervalued assets)', organised by ANDAF Nord-Est, Padua, 10 October 2008 **(Lecturer)**

*Wylford Consortium & CIFA. EU grants: cultural activity as a tool for European identity*, during the International Conference 'Arts, Culture and the Public Sphere', organised by IUAV in collaboration with Consorzio Wylford, Venice, 4 November 2008 **(Member of the Scientific Council of the Conference; Lecturer)**

*Ethics as Quality of Life - Pier Luigi Sacco talks with Marco Eugenio Di Giandomenico (Etica come qualità della Vita – Pier Luigi Sacco dialoga con Marco Eugenio Di Giandomenico)*, during the "We have a dream" meetings, Spazio Gerra/Unione Industriali, Reggio Emilia, 14 November 2008 **(Lecturer)**

*Community Incentives in Cooperation with Tunisia (Incentivi comunitari nella cooperazione con la Tunisia)*, during the study conference 'Mediterranean: Possible Convergences. The role of Tunisia and Italy (Mediterraneo: possibili convergenze. Il ruolo della Tunisia e dell'Italia)', organised by the Vox Militiae Association, within the Days of the History of the Italian Armed Forces (Giornate di Storia Delle Forze Armate Italiane), L'Aquila, 18-19 November 2008 **(Lecturer)**

#### 2009

*A new bridge in Pescara. The project and scenarios for the city (Un nuovo ponte a Pescara. Il progetto e gli scenari per la città)*, organised by the Faculty of Architecture of the "G. D'Annunzio" University of CHIETI-PESCARA, PESCARA, 9 March 2009 **(Lecturer)**

*Presentation of the book De Pontibus. A Manual for Bridge Construction (Un manuale per la costruzione dei ponti) edited by Sasa Dobricic and Enzo Siviero, published by Il Sole24ore*, organised by L'Associazione Scientifica Palazzo Cappello in collaboration with Consorzio Wylford, Ateneo Veneto, sala Tommaseo, Campo San Fantin 1897, VENICE, 16 March 2009 **(Lecturer)**

*De pontibus. A meeting with Enzo Siviero (De pontibus. Un incontro con Enzo Siviero)*, organised by the Faculty of Architecture and Society of the Politecnico di Milano, Politecnico di Milano Aula Rogers, MILAN, 18 March 2009 **(Lecturer)**

*The bridge, the bridges: between myth and reality (Il ponte, i ponti: tra mito e realtà)*, organised by the Circolo Velico Marina Di Riposto (CT), at the same premises of the Circolo Velico, MARINA DI RIPOSTO (CT), 4 April 2009 **(Lecturer)**

*The world of movies behind the scenes. The world of cinema seen through its protagonists, Cinema & Surroundings (The world of movies behind the scenes. Il mondo del cinema visto attraverso i suoi protagonisti), Cinema & Dintorni*, organised by the Circolo del Buon Governo di Como, at the Aula Magna del Collegio Gallio, with the extraordinary participation of the actor **Giancarlo Giannini**, COMO, 17 April 2009 **(Chairman; Lecturer)**

*Cinema and literature. A bridge between culture and imagination (Cinema e letteratura. Un ponte tra cultura e immaginario)* organised by the Cultural Department of the Municipality of Como and the **Como International Film Festival (CIFF)** at Villa Olmo on Lake Como, with the extraordinary participation of the director **Lina Wertmüller**, COMO, 12 June 2009 **(Chairman; Lecturer)**



*Awarding of the Meliès d'Argent prize during the XXIX Fantafestival in Rome*, organised by Fantafestival Italia and promoted by the Ministry of Cultural Heritage and Activities - Cinema Direction, by the Municipality of Rome - Department for Cultural Policies and Communication, and by the Lazio Region, in collaboration with MEDUSA, at the Embassy Cinema in Rome (Parioli area), in the presence of most of the Italian cinema world and the Oscar winner **F. Murray Abraham**, ROME, 24 June 2009 (**President and Member of the Jury; Lecturer**)

*New tools for university-business cooperation (Nuovi strumenti di cooperazione tra università e impresa)*, organised by the Faculty of Economics of the University of Florence, the Inter-University Centre for Actuarial Science and Risk Management (CISA) and the WYLFORD Consortium, at the Faculty of Economics, Department of Social Sciences - FLORENCE (Aula Magna), FLORENCE, 24 October 2009 (**Lecturer**)

Bridging, presentation of the concept of the new cultural module promoting "bridges" between different disciplines and knowledge fields, organised by the WYLFORD Consortium, the Municipality of Padua, and the College of Engineers of Padua, at the Centro Culturale Altinate - S. Gaetano in Padua, PADUA, 31 October 2009 (**Chairman; Lecturer**)

*Non-profit reform: current situation and possible future scenarios (Riforma del Non Profit: situazione attuale e possibili scenari future)*, organised by the ETHICANDO Association, the Order of Chartered Accountants and Accounting Experts (ODCEC) of Milan, the Order of Notaries of Milan, the Order of Lawyers of Milan, granting training credits for the purpose of continuous training to participating professionals, Aula Magna of the Court of Milan, MILAN, 27 November 2009 (**Chairman; Lecturer**)

*International screenplay award "family and Italian style" - award evening*, organised by the EFFE3 Association within the framework of the events linked to the **fiuggi family festival**, by the WYLFORD Consortium, at the Boscolo Exedra Hotel in Corso Matteotti in Milan, in the presence of a large part of members of the Italian film industry, MILAN, 27 November 2009 (**Chairman; Lecturer**)

#### 2010

*Presentation of the Web-TV: Etic Media*, organised by the PHYSEON Association of Rome in collaboration with the WYLFORD Consortium of Milan, the Experimental Centre of Cinematography (CSC) Production of Milan, RaiNet, Adlerian Psychology Forum Association of Pavia, Home Video Medusa, Faculty of Communication of the University "La Sapienza" of Rome, etc., at the Sala Polivalente of the Presidency of the Council of Ministers, ROME, 27 January 2010 (**Chairman; Lecturer**)

*Creative Cities: which (historic) Urban Landscape?*, UNG Conference 2010, conference organised by the University of Nova Gorica, *Economy and Management* Session, at ex Convento dei Servi di Maria, Campo della Chiesa n. 3, Sant'Elena, VENICE, 19-20 February 2010, (**Lecturer**)

*Ethics and Professionalism (Etica e Professionalità)*, organised by the Order of Chartered Accountants of Chieti, with the presence of His Excellency Bruno Forte, Archbishop of Chieti-Vasto, at the Museo della Civitella Auditorium Cianfarani, with the attribution of training credits ODCEC of Chieti, CHIETI, 4 March 2010 (**Lecturer**)

*The Bridge over the Strait. The challenge of Engineering (Il Ponte sullo Stretto. La Sfida dell'Ingegneria)*, organised by the Order of Engineers of Catania in collaboration with the WYLFORD Consortium of Milan, a conference attended by the world's leading experts on bridges to discuss the technical feasibility of the Messina Bridge, with the presence, in addition, of regional and governmental institutions, as well as academics, at Hotel Excelsior, CATANIA, 28 May 2010 (**Lecturer**)

34th IABSE World Symposium, *Large Structures and Infrastructures for Environmentally Constrained and Urbanised Areas*, VENICE - 22-24 September 2010, organised by the Italian National IABSE Group Association of Milan, in collaboration with the WYLFORD Consortium of Milan, the IUAV

University of Venice and the Polytechnic University of Milan, Session *The Traceability of Building Materials*, Session *Recent Large Earthquake and Seismic Risk Reduction* and Session *The Rialto Project*, at the Palazzo del Cinema and the Biennale Palace, VENICE LIDO, 22-24 September 2010, **(Chairman; Lecturer)**

*Ethics and Society Award*, organised by the ETHICANDO Association of Milan, with the extraordinary participation of **Alba Parietti**, at Hotel Excelsior, Venice Lido, 24 September 2010, **(Chairman; Lecturer)**

*Economic-Financial and Social Reporting of Non-Profit Companies: the Accounting Principles for the Third Sector (Rendicontazione Economico-Finanziaria e Sociale delle Aziende Non Profit: i Principi Contabili per il Terzo Settore)*, conference organised by the National Council of Chartered Accountants and Accounting Experts (CNDCEC) of Rome, in collaboration with the Order of Chartered Accountants and Accounting Experts (ODCEC) of Vercelli, event granting further training credits to participating professionals (4), VERCELLI, 12 October 2010, **(Lecturer)**

*Economic-Financial and Social Reporting of Non-Profit Companies: Accounting Principles for the Third Sector (Rendicontazione Economico-Finanziaria e Sociale delle Aziende Non Profit: i Principi Contabili per il Terzo Settore)*, conference organised by the National Council of Chartered Accountants and Accounting Experts (CNDCEC) of Rome, in collaboration with the Order of Chartered Accountants and Accounting Experts (ODCEC) of Verbania, event granting further training credits to participating professionals (4), VERBANIA, 12 October 2010, **(Lecturer)**

*Transfer of New Industrial Technologies and Development of Economic Relations between the Russian Federation and EU Member States (Trasferimento di nuove tecnologie industriali e sviluppo delle relazioni economiche tra la Federazione Russa e gli Stati membri dell'UE)*, organised by the Russian Defence Companies Assistance League, ROSOBORONEXPORT, with the presence of Russian and Italian institutions and companies, at the Palazzo delle Stelline, MILAN, 21 October 2010, **(Chairman; Lecturer)**

*Economic-Financial and Social Reporting of Non-Profit Companies: Accounting Principles for the Third Sector (Rendicontazione Economico-Finanziaria e Sociale delle Aziende Non Profit: i Principi Contabili per il Terzo Settore)*, conference organised by the National Council of Chartered Accountants and Accounting Experts (CNDCEC) of Rome, in collaboration with the Order of Chartered Accountants and Accounting Experts (ODCEC) of Parma, event granting further training credits to participating professionals (4), PARMA, 28 October 2010, **(Lecturer)**

*The Criminal Liability of Companies in light of the Legislative Decree 231/2001 (La Responsabilità da Revoles delle Società alla luce del Decreto Legislativo 231/2001)*, conference organised by the National Council of Chartered Accountants and Accounting Experts (CNDCEC) of Rome, in collaboration with the Order of Chartered Accountants and Accounting Experts (ODCEC) of Caltanissetta, event granting further training credits to participating professionals (3), CALTANISSETTA, 25 November 2010, **(Lecturer)**

*Doing Cinema in Hollywood (Fare Cinema a Hollywood)*, an event organised by the International Screenwriting **Award Family and Italian Style**, in collaboration with ALMED (School of Media, Communication & Entertainment) and the WYLFORD Consortium of Milan, on the occasion of the inauguration of the Master in Writing and Production for Fiction and Cinema (A.A. 2010-2011) organised by the Catholic University of the 'Sacred Heart' of Milan, with the extraordinary participation of Hollywood director **Randall Wallace**, at **TIPandCOFFEE in Milan**, MILAN, 1 December 2010, **(Chairman; Lecturer)**

*Lifetime Achievement Award to Pupi Avati*, within the XV Edition of the ROMA FILM FESTIVAL, in collaboration with the International Screenplay Award **Family and Italian Style**, at the Teatro Sistina, ROME, 6 December 2010, **(Lecturer)**

2011

*Ethics and Society Prize*, 2011 Edition, organised by the ETHICANDO Association of Milan, awarded to His Eminence Most Rev. Cardinal BERNARD AGRÉ, at the Galleria d'Arte Sacra dei Contemporanei - Villa Clerici Via Terruggia n. 14, MILAN, 2 February 2011, **(Chairman; Lecturer)**

*Service Ethics as a Winning Approach to Business (L'Etica del servizio come Approccio Vincente all'Attività Lavorativa)*, conference organised by the ETHICANDO Association and the WYLFORD Consortium of Milan, at the Sala Assemblee del Gruppo Intesa Sanpaolo, piazza Belgioioso n. 1, MILAN, 23 March 2011, **(Chairman; Lecturer)**

*Urban Crisis. A Citizens' Solidarity Fund to Defeat Poverty. (Crisi Urbana.. Un Fondo Solidale dei Cittadini per Sconfiggere la Povertà)*, conference organised by the WYLFORD Consortium, the Progetto di Vita Association - Io Donna and the "Milano Aperta" Association, at the Auditorium Don Bosco, Via Melchiorre Gioia n. 48, MILAN, 4 May 2011, **(Chairman; Lecturer)**

*Presentation of the Master in Environment and Energy. Risks and Opportunities*, conference organised by the Interuniversity Centre for Actuarial Science and Risk Management (CISA) of Florence and the INCER Institute of Milan, at the Sala della Miniatura, Palazzo Vecchio, Piazza della Signoria, FLORENCE, 8 June 2011, **(Chairman; Lecturer)**

*Investments Academy: Innovative Finance for Stakeholders (Investments Academy: Finanza Innovativa per gli Stakeholder)*, conference organised by the Interuniversity Centre for Actuarial Science and Risk Management (CISA - UNIFI), the WYLFORD Consortium of Milan and the Investments Academy of London, at Borsa Italiana, MILAN, 15 June 2011, **(Chairman; Lecturer)**

*Homage to Elizabeth Taylor*, event organised on the occasion of the 68th Venice International Film Festival (la Biennale di Venezia 2011) by the WYLFORD Consortium of Milan, at Cà Giustinian in the sestiere of San Marco on the Grand Canal, VENICE, 1 September 2011, **(Chairman; Lecturer)**

*Ethical Infrastructure: new frontiers of 'sustainability' for public works (Le Infrastrutture Etiche: nuove frontiere di "sostenibilità" per le opere pubbliche)*, conference organised by the ETHICANDO Association and the WYLFORD Consortium of Milan, at the Sala Assemblee del Gruppo Intesa Sanpaolo, piazza Belgioioso n. 1, MILAN, 29 September 2011, **(Chairman; Lecturer)**

*Investing in Cinema. Ethics Communication Leverage*, presentation of the format of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE), conference organised by the ETHICANDO Association and the WYLFORD Consortium of Milan, at the Intesa Sanpaolo Group Meeting Room, piazza Belgioioso n. 1, MILAN, 14 December 2011, **(Chairman; Lecturer)**

2012

*Ethical Aspects of Environmental and Energy Choices (Aspetti Etici delle Scelte su Ambiente ed Energia)*, as part of the conference presenting the master's degree on *Environment and Energy. Risks and Opportunities (Ambiente ed Energia. Rischi e Opportunità)*, organised by the Interuniversity Centre for Actuarial Science and Risk Management (CISA - UNIFI) and the University of Florence, at the Faculty of Economics of the University of Florence, FLORENCE, 26 January 2012, **(Lecturer)**

*Sustainability of Public Works (Sostenibilità delle Opere Pubbliche)*, as part of the *Rotary Youth Leadership Award (RYLA) 2012, The Ethical Driver for a Society to that needs Renewing (Il Volano Etico per una Società da Rinnovare)*, an event organised by Rotary District 2040, at UNICATT, MILAN, 14 March 2012, **(Lecturer)**

*Presentation of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE) and debate on Sustainable Food and Cinema, an event forming part of the BvE Preview-2012, organised by the WYLFORD Consortium of Milan, at the Intesa Sanpaolo Group Conference Room, Piazza Belgioioso n. 1, MILAN, 12 April 2012, (Chairman; Lecturer)*

*Presentation of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE), an event forming part of the Anteprema-2012 of BvE, organised by the WYLFORD Consortium of Milan and the BvE partner organisations, at the Centro Congressi Giovanni XXIII, BERGAMO, 20 April 2012, (Chairman; Lecturer)*

*Indovina chi viene a cena? (Guess Who's Coming to Dinner), event forming part of the 2012 Preview of the International Cultural Event in the Province of Bergamo on EXPO 2015 themes "Municipality of Bergamo towards the EXPO" (BvE), organised by the WYLFORD Consortium of Milan and BvE partner institutions, BRIGNANO GERA D'ADDA (BG), 20 April 2012, (Chairman; Lecturer)*

*Presentation of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE) and conference on Sustainable Food and Cinema, part of the BvE Preview-2012, organised by the WYLFORD Consortium of Milan and BvE partner organisations, at the Rossellini Theatre of the Italian Cultural Institute of Los Angeles (IICLA), LOS ANGELES (CA - USA), 26 April 2012, (Lecturer)*

*Lo Stile Italiano nel Mondo e il Cinema - Italian Style in the World and Cinema and the International Prize Italian Stars in the World (ISW - 2012), event forming part of the 2012 Preview of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE), organised by the Club Rotary Milano Net, in *interclub* with the Club Milano Ovest, the Club Milano Castello and the Club Milano Cà Granda, at Palazzo Cusani, MILAN, 14 May 2012, (Lecturer)*

*Young talents in Italian cinema. A che punto siamo? (what point are we at?), event forming part of the 2012 Preview of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE), organised by the connect\* talent club and the Wylford Consortium of Milan, at Hotel Rosa Grand, MILAN, 8 June 2012, (Chairman; Lecturer)*

*Presentation of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE) and programme on *Lovere*, an event forming part of the Anteprema-2012 of BvE, organised by the WYLFORD Consortium of Milan and the BvE partner institutions, at the Tadini Academy of Fine Arts, LOVERE (BG), 20 June 2012, (Chairman; Lecturer)*

*Presentation of the International Cultural Event in the Province of Bergamo on EXPO 2015 topics "Municipality of Bergamo towards the EXPO" (BvE) and programme on *Clusone*, an event forming part of the BvE Preview-2012, organised by the WYLFORD Consortium of Milan and BvE partner institutions, at the Museo Arte Tempo, CLUSONE (BG), 20 June 2012, (Chairman; Lecturer)*

*Le start-up nel settore cinematografico ... quali scenari, italiani ed esteri? - Start-ups in the film industry ... which scenarios, Italian and foreign? , event forming part of the 2012 Preview of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE), organised by the connect\* club di talenti and the Wylford Consortium of Milan, at the Hotel Rosa Grand, MILAN, 22 June 2012, (Chairman; Lecturer)*

*Presentation of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO (BvE) - general programme, event part of the BvE Preview-2012, organised by the WYLFORD Consortium of Milan and the BvE partner institutions, at the Intesa Sanpaolo Group Conference Room, piazza Belgioioso n. 1, MILAN, 26 June 2012, (Chairman; Lecturer)*

*Presentation of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE)* - general programme, event part of the BvE Preview-2012, organised by the WYLFORD Consortium of Milan and the BvE partner organisations, at the Centro Congressi Giovanni XXIII, BERGAMO, 29 June 2012, **(Chairman; Lecturer)**

*Indovina chi viene a cena? (Guess Who's Coming to Dinner)*, event forming part of the 2012 Preview of the International Cultural Event in the Province of Bergamo on EXPO 2015 themes "Municipality of Bergamo towards the EXPO" (BvE), with the presence, among others, of the Vice President of Costa Rica, Alfio Piva Mesén, event organised by the WYLFORD Consortium of Milan and BvE partner organisations, BRIGNANO GERA D'ADDA (BG), 29 June 2012, **(Chairman; Lecturer)**

*Opening Ceremony of the Preview-2012 of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE)*, organised by the WYLFORD Consortium of Milan and partner institutions, at the Teatro Sociale, BERGAMO (BG), 3 July 2012, **(Chairman; Lecturer)**

*Cinema & Architecture*, conference forming part of the *Preview-2012 of the International Cultural Event in the Province of Bergamo on the EXPO 2015 themes "Municipality of Bergamo towards the EXPO" (BvE)*, organised by the WYLFORD Consortium of Milan and partner organisations, at the Centro Congressi Giovanni XXIII, BERGAMO (BG), 4 July 2012, **(Chairman; Lecturer)**

*International Prize Italian Stars in the World (ISW - 2012)*, awarded to Giovanna Ralli, event forming part of the *Preview-2012 of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE)*, organised by the WYLFORD Consortium of Milan and the International Festival of Culture of Bergamo, at the Centro Congressi Giovanni XXIII, BERGAMO (BG), 4 July 2012, **(Chairman; Lecturer)**

*Food & Health. Nuove Frontiere di Sostenibilità per la Salute dell'Essere Umano e per il Pianeta (New Frontiers of Sustainability for the Health of Human Beings and the Planet)*, conference forming part of the *Preview-2012 of the International Cultural Event in the Province of Bergamo on EXPO 2015 themes "Municipality of Bergamo towards the EXPO" (BvE)*, organised by the WYLFORD Consortium of Milan and partner organisations, LOVERE (BG), 5 July 2012, **(Chairman; Lecturer)**

*Food & Health. Nuove Frontiere di Sostenibilità per la Salute dell'Essere Umano e per il Pianeta (New Frontiers of Sustainability for the Health of Human Beings and the Planet)*, conference forming part of the *Anteprima-2012 of the International Cultural Event in the Province of Bergamo on EXPO 2015 topics "Municipality of Bergamo towards the EXPO" (BvE)*, organised by the WYLFORD Consortium of Milan and partner organisations, CLUSONE (BG), 6 July 2012, **(Chairman; Lecturer)**

*Closing Ceremony of the Preview-2012 of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE)*, organised by the WYLFORD Consortium of Milan and partner institutions, at the Teatro Sociale, BERGAMO (BG), 8 July 2012, **(Chairman; Lecturer)**

*Il Bilancio Sociale delle scuole pubbliche e delle imprese di formazione private- The Social Report of public schools and private training companies*, in the framework of the study seminar "La scuola si racconta ... lo strumento del bilancio sociale come mezzo di comunicazione strategica - The school tells its story ... the social report tool as a means of strategic communication", organised by the Rete di Formazione dei Dirigenti Scolastici del Friuli Venezia Giulia, at the Casa Natale Padre David Maria Turoldo, Via Caterina Percoto, 7/4 - 33039 Coderno di Sedegliano (UD), Thursday 19 July 2012, **(Lecturer)**

*Sustainable Approach to the Internationalisation of SMEs*, within the Conference *L'Internazionalizzazione delle PMI*, organised by ASPIM Europa, at the Chamber of Deputies - Palazzo Marini Sala delle Colonne, Via Poli n. 18 - ROME, Tuesday 23 October 2012, **(Lecturer)**

*Nuove Metodologie per la Valorizzazione del Patrimonio Culturale (New Methodologies for the Valorisation of Cultural Heritage)*, as part of the Conference *Criticality and Valorisation of Cultural Heritage*, promoted by the Inter-University Centre for Actuarial Science and Risk Management (CISA), the WYLFORD Consortium of Milan and the INCER Institute of Milan, in collaboration with the Florens Foundation, at the Polo delle Scienze Sociali of the University of Florence, FLORENCE (FI), Thursday 8 November 2012, **(Chairman; Lecturer)**

Presentation of Francesco Alberoni's book *L'arte di amare. Il grande amore erotico che dura - The art of loving. The great erotic love that lasts*, as part of the talk-show *cult movie & Co. A journey through the world of Cinema, Literature and Italian Style* on the theme of "Eros and Love", organised by the WYLFORD Consortium of Milan at the Winter Garden of the Grand Visconti Palace Hotel in Milan, MILAN (MI), Thursday 15 November 2012, **(Chairman; Lecturer)**

*New Actuarial Methods for Road Risk Measurement - Nuovi metodi attuariali per la misurazione del rischio stradale*, in the framework of the Conference *Road Safety. Use and Abuse of Alcohol and Drugs: Criticalities and Local Preventive Measures - Sicurezza stradale. Uso e abuso di alcol e droghe: Criticità e misure preventive locali*, organised by the Municipality of Cassano d'Adda, the Lions Club of Cassano d'Adda and the WYLFORD Consortium of Milan, conference related to the events *Urban Police* (Ninth National Congress of the Local Police) and *Villaggio della Sicurezza* (city event on urban safety) ([www.edipol.it](http://www.edipol.it)), at the civic centre of the Municipality of Cassano d'Adda (MI), via Dante n. 4, CASSANO D'ADDA (MI), Friday 30 November 2012, **(Lecturer)**

### 2013

*New Profiles of Environmental CSR - Nuovi Profili di CSR Ambientale*, as part of the Conference *Energy, Environment & Sustainability. Traditional and Alternative Energy Sources: New Strategic Sustainable Perspectives - Energia, Ambiente & Sostenibilità. Fonti Energetiche Tradizionali e Alternative: Nuove Prospettive Strategiche Sostenibili*, organised by the WYLFORD Consortium of Milan at the Sala Convegni del Gruppo Intesa Sanpaolo, Piazza Belgioioso n. 1, MILAN (MI), Friday 25 January 2013, **(Chairman; Lecturer)**

*Innovative Approaches to Political Communication - Approcci Innovativi alla Comunicazione Politic*, in the context of the Conference *Presentation of Civic Advisor: the Portal that brings out the Merit in Politics - Presentazione di Civic Advisor: il Portale che fa emergere il Merito nella Politica*, organised by Zeranta Edutainment, at The Hub Centre, ROME (RM), Friday 1 February 2013, **(Lecturer)**

*Elizabeth Taylor's character between film activity and social life - Il personaggio di Elizabeth Taylor tra attività cinematografica e vita mondana*, in the framework of the opening event of the exhibition homage to Liz Taylor, entitled *Incomparable Liz - Impareggiabile Liz*, organised by the Museo del Manifesto Cinematografico Fermo Immagine di Milano, via Gluck n. 45, MILANO (MI), Friday 19 April 2013, **(Lecturer)**

*Presentation of the revitalisation project of the legendary automotive brand Isotta Fraschini, of the new EXPO 2015 platform "Dito Divino – Divine Finger" and of the space in Beijing, within the 751, called Italian Living Experience: la Cultura Italiana a Pechino (Italian Culture in Peking)*, within the event *Betting On Italy: Un Milione di Ragioni per Scommettere sul Bel Paese - A Million Reasons to Bet on the Bel Paese*, organised by the Consortium WYLFORD of Milan ([www.wylford.it](http://www.wylford.it)), in collaboration with Intrepida Fides Isotta Fraschini Foundation and Fabio Rotella's Italian Living Experience, at Intesa Sanpaolo Group Conference Hall, Piazza Belgioioso n. 1, MILAN (MI), Tuesday 30 April 2013, **(Chairman; Lecturer)**

*Nutrition Education through Cinema - Educazione alla Nutrizione attraverso il Cinema*, as part of *Food Revolution Day*, (an event involving 74 countries, hundreds of cities and thousands of individual events; cf.: <http://foodrevolution.iandola.com/food-revolution-day/>), organised in partnership with the International Screenplay Award "Family and Italian Style", at the Riccardo Catella Foundation, via Gaetano De Castillia n. 28, MILAN (MI), Friday 17 May 2013, **(Chairman; Lecturer)**

*Presentation of the catalogue Vita a Spirale – spiral life*, related to Giusy D'Arrigo's exhibition in New York - *Mostra a New York*, organised by the Italy-America Chamber of Commerce and the WYLFORD Consortium, Sala delle Colonne (Camera dei Deputati), via Poli n. 19, ROMA (RM), Monday, 9 September 2013, **(Chairman; Lecturer)**

*Presentation of Catalogue Vita a Spirale - spiral life*, related to Giusy D'Arrigo's Exhibition in New York – *Mostra a New York*, organised by the Italy-America Chamber of Commerce and the WYLFORD Consortium, Brera Academy of Fine Arts, via Brera n. 28, MILAN (MI), Tuesday, 17 September 2013, **(Chairman; Lecturer)**

*Made by Italians. The Economic and Social Impact of Italian Migrations to America: New Perspectives*, organised by THE JOHN D. CALANDRA ITALIAN AMERICAN INSTITUTE, 25 WEST 43RD ST, NEW YORK CITY (USA), Friday, 27 September 2013, **(Lecturer)**

*Betting On Italy (BOI). Tutela e Valorizzazione del Made In Italy nell'Anno della Cultura Italiana in America - Protection and Promotion of Made in Italy in the Year of Italian Culture in America*, Award Ceremony **II International Screenplay Award Family and Italian Style (F&IS)**, organized by the WYLFORD Consortium of Milan in collaboration with the School of Media, Communication & Entertainment (ALMED) of the Sacred Heart Catholic University of Milan (UNICATT), at the Sala Convegni di INTESA Sanpaolo, piazza Belgioioso n. 1, MILAN (MI), Thursday, November 28, 2013, **(Chairman; Lecturer)**

*Betting On Italy (BOI). Forty years after the Disappearance of Anna Magnani - Quarant'anni dalla Scomparsa di Anna Magnani*, **International Screenplay Award Family and Italian Style (F&IS)**, organised by the WYLFORD Consortium of Milan in collaboration with the School of Media, Communication & Entertainment (ALMED) of the Sacred Heart Catholic University of Milan (UNICATT), the Cenacolo Bagutta and the Brera Academy of Fine Arts, Ristorante Bagutta, via Bagutta n. 14, MILAN (MI), Thursday, 28 November 2013, **(Chairman; Lecturer)**

#### 2014

*La Rendicontazione Sociale per un Economia Equa e Solidale (Social Reporting for a Fair and Solidarity Economy)*, organised by the **Gruppo di studio per il Bilancio Sociale (GBS)** ([www.gruppobilanciosociale.org](http://www.gruppobilanciosociale.org)) in collaboration with the **WYLFORD Consortium** ([www.wylford.it](http://www.wylford.it)) of Milan, and sponsored by the **National Council of Chartered Accountants and Accounting Experts (CNDCEC)** ([www.cndcec.it](http://www.cndcec.it)), **ASSIREVI** ([www.assirevi.it](http://www.assirevi.it)), **ANDAF** ([www.andaf.it](http://www.andaf.it)), by the **Order of Certified Chartered Accountants and Accounting Experts (ODCEC) of Milano** ([www.odcec.mi.it](http://www.odcec.mi.it)), by the Brera Academy of Fine Arts ([www.accademiadibrera.milano.it](http://www.accademiadibrera.milano.it)) and by the **Inter-University Centre for Actuarial Science and Risk Management (CISA)** ([www.cisa.unifi.it](http://www.cisa.unifi.it)), at the conference room of **INTESA SANPAOLO** in **piazza Belgioioso n. 1**, MILAN (MI), on Thursday 13 February 2014, **(Chairman; Lecturer)**

*Presentation of the book entitled Tundurundù. Pensieri di Amore e di Bellezza. Un anno di Facebook - Tundurundu. Thoughts of Love and Beauty. A Year of Facebook* by Marco Eugenio Di Giandomenico, published by the **Marcianum Press of Venice**, in distribution in Italy since 28 January, organised by the **Marcianum Press of Venice** and the **Michetti Foundation of Chieti**, sponsored by the Province of **Pescara** and the **Province of Chieti**, **Figlia di Iorio room, Palazzo della Provincia of Pescara, Piazza Italia 30 - PESCARA (PE)**, Friday 14 March 2014, **(Chairman; Lecturer)**

*Communicating in the City. Mediality and Art in Public Space - Comunicare nella Città. Medialità e Arte nello Spazio Pubblico*, organised by the **School of Artistic Design for Enterprise (Department of Applied Arts Design)** and the **Department of Visual Arts of the Brera Academy of Fine Arts in Milan**, in collaboration with the **WYLFORD Consortium of Milan** and the **Institute for Research and Training on Medialism and Cultural Economics (MEDEC Institute)**, at the **Sala Napoleonica of the Brera Academy of Fine Arts in Milan**, MILAN (MI), Tuesday 10 June 2014, **(Lecturer)**

*Betting On Italy. Tutela e Valorizzazione del Made in Italy verso l'EXPO 2015 - Protection and Enhancement of Made in Italy towards EXPO 2015*, commemoration of the fortieth anniversary of **Vittorio De Sica's** death and presentation of the **Institute for Research and Training on Medialism and Cultural Economics (MEDEC Institute)** of **Milan** organised by the **WYLFORD Consortium** of **Milan** in collaboration with the **Brera Academy of Fine Arts**, Intesa Sanpaolo conference hall, piazza Belgioioso n. 1, MILAN (MI), Wednesday 9 July 2014, **(Chairman; Lecturer)**

*Betting On Italy. Tutela e Valorizzazione del Made in Italy verso l'EXPO 2015 - Protection and Enhancement of Made in Italy towards EXPO 2015*, commemoration of the fortieth anniversary of **Vittorio De Sica's** death, organised by the **WYLFORD Consortium** of **Milan** and the **Cenacolo BAGUTTA**, Ristorante Bagutta, via Bagutta n. 14, MILAN (MI), Wednesday 9 July 2014, **(Chairman; Lecturer)**

*LXV Edition of the Michetti Award* entitled **Alimento dell'Anima (Food for the Soul)**, as part of the event **Abruzzo towards the EXPO (AvE)**, testimonial **Lina Wertmuller**, chaired by **Marco Eugenio Di Giandomenico** and organised by the **Michetti Foundation**, in collaboration with the **Wylford Consortium** of **Milan**, in *partnership* with various public and private bodies, including the **Brera Academy of Fine Arts in Milan** and the Municipality of **Francavilla al Mare (CH)**, at the **Michetti Museum (Palazzo San Domenico)** in **Francavilla a Mare (CH)**, Saturday 26 July 2014, **(Chairman; Lecturer)**

*Aurum Prize for Cinema and Writing - Premio Aurum per il Cinema e la Scrittura*, within the event **Abruzzo verso EXPO (AvE)**, testimonial **Lina Wertmuller**, chaired by **Marco Eugenio Di Giandomenico**. The award was organised by the **Associazione Culturale San Benedetto**, in collaboration with **ILLVA Saronno** and the **Pastificio Verrigni Antico Pastificio Rosetano**, under the patronage of the **Municipality of Pescara**, the **Province of Pescara** and the **Abruzzo Region**. The scientific advisor of the award was **Ernesto Livorni**, professor of Italian literature at the **University of Wisconsin in Madison**, USA. **Aurum**, PESCARA (PE), Sunday 7 September 2014, **(Chairman; Lecturer)**

*Betting On Italy. Tutela e Valorizzazione del Made in Italy verso l'EXPO 2015 - Protection and Enhancement of Made in Italy towards EXPO 2015*, conference of the **Institute for Research and Training on Medialism and Cultural Economics (MEDEC Institute)** of **Milan** entitled **DAL MEDIA O/ALL'ALGORITMO REALE**, organised by the **WYLFORD Consortium** of **Milan** in collaboration with the **Brera Academy of Fine Arts of Milan**, Intesa Sanpaolo conference hall, piazza Belgioioso n. 1, MILAN (MI), Wednesday 7 November 2014, **(Chairman; Lecturer)**

*Presentation of the book "Tundurundù. Pensieri di Amore e di Bellezza. Un anno di Facebook - Tundurundu. Thoughts of Love and Beauty. A Year of Facebook "* by **Marco Eugenio Di Giandomenico (Marcianum Press. Venice, 2014)**, edited by **Silvia Bertolotti**, as part of the event **Bookcity Milano 2014**, piazzale delle Associazioni, Biblioteca comunale "Carlo Emilio Gadda", MELEGNANO (MI), 13 November 2014, **(Lecturer)**

*Four Giants in Milan*, event *Betting On Italy. Tutela e Valorizzazione del Made in Italy verso l'EXPO 2015 - Protection and Enhancement of Made in Italy towards EXPO 2015*, organised by the **Institute for Research and Training on Medialism and Cultural Economics (MEDEC Institute)** of **Milan**, in collaboration with the **Associazione Ethicando** and various public and private entities, including **Banca Mediolanum**, **Tecno Building Design**, **Lattonedil**, **Epoché Service Integrator**, **Emozioni**, **Cantine Roberto Manara**, **I Viaggi delle Pleiadi**, **Wylford Consortium**. Presentation of the film **'Four Giants in Milan'**, a film about how **Milan** influenced (and was influenced by) four great people from different worlds and times: **Leonardo da Vinci**, **Napoleon**, **Stendhal** and **Ernest Hemingway**. These are four stories from different eras, different people, and different sensibilities with one common thread: the love for **Milan**. Author and producer of the film, **Pino Farinotti**, director **Andrea Bellatti**. **Palazzo Cusani, Sala Radetzky, via Brera n. 15**, MILAN (MI), Tuesday 25 November 2014, **(Chairman; Lecturer)**

Film presentation *Finding Happiness*, film by **Ted Nicolaou**, with **Elisabeth Rohm**, **USA 2014, Bolero**, Cinema Apollo, MILAN (MI), Thursday 27 November 2014, **(Lecturer)**



*Digital Technologies and Applied Arts. Community Incentives for ICT Innovation and New Frontiers of Educational Sustainability in the EXPO 2015 perspective - Tecnologie Digitali e Arti Applicate. Incentivi Comunitari all'Innovazione ICT e Nuove Frontiere di Sostenibilità Formative in chiave EXPO 2015*, organised by the **Department of Design and Applied Arts of the Brera Academy of Fine Arts** and its **Schools of New Technologies of Art and Artistic Design for the Enterprise** at the **Sala Napoleonica of the Brera Academy of Fine Arts in Milan, MILAN (MI)**, 19 March 2015, **(Chairman; Lecturer)**

Group exhibition *Arte Abstracto Uruguay*, organised by the **Municipality of Saronno**, in collaboration with **Saronno Cultura**, the **Italian-Uruguayan Chamber of Commerce** and other public and private entities, inauguration at **Villa Gianetti, SARONNO**, 21 March 2015, **(Chairman; Lecturer)**

*Together ... not quite! Solidarity as a form of pleasure, right ... necessity - Insieme ... insomma! La solidarietà come piacere, diritto ... necessità*, conference organised by the **Lombardy Regional Council, Palazzo Pirelli, Auditorium Gaber, MILAN (MI)**, 18 April 2015, **(Lecturer)**

*Giants in Milan - Volume II*, event *Betting On Italy. Tutela e Valorizzazione del Made in Italy verso l'EXPO 2015 - Protection and Enhancement of Made in Italy towards EXPO 2015*, organised by the **ETHICANDO Association of Milan**, chaired by **Marco Eugenio Di Giandomenico**, in collaboration with the **Sheraton Diana Majestic Hotel** and various public and private organisations, including **UNIT, Unit Communications, Institute for Research and Training on Medialism and Cultural Economics (MEDEC Institute), Tecno Building Design, Epoché Service Integrator, I Viaggi delle Pleiadi, SC Light, Seghieri, Wylford Consortium**. Presentation and screening of the film "**Giants in Milan - Volume II**" by **Pino Farinotti**, directed by **Andrea Bellati**, which tells the story of five great historical figures, **Emperor Constantine, Alessandro Manzoni, Giò Ponti, Indro Montanelli** and **Enrico Mattei**, who made the city of **Milan** the main setting of their personal and working lives in their respective historical periods, at **Sheraton Diana Majestic Hotel, MILAN (MI)**, 23 April 2015, **(Chairman; Lecturer)**

Retrospective of the film *Four Giants in Milan*, by **Pino Farinotti**, directed by **Andrea Bellati**, within the event **Cultural Heritage Days of the City of Teramo: 18-25 APRIL 2015 - Third Edition**, in the framework of the international cultural event **Abruzzo towards Expo (AvE)**, chaired by **Marco Eugenio Di Giandomenico**, at the **Civic Archaeological Museum "F. Savini", TERAMO (TE)**, 25 April 2015, **(Chairman; Lecturer)**

Presentation of the book *Tundurundù. Pensieri di Amore e di Bellezza. Un anno di facebook - Tundurundu. Thoughts of Love and Beauty. A Year of Facebook*, written by **Marco Eugenio Di Giandomenico** (Marcianum Press, Venice, 2014), at the **Circolo Culturale "I Navigli", via Edmondo de Amicis n. 17** in **MILAN (MI)**, 4 May 2015, **(Chairman; Lecturer)**

Presentation of the **Master SOUNDART - Sound design for art and entertainment in the creative industries** of the **ARD&NT Institute of Milan** (Brera Academy of Fine Arts and Polytechnic University in) during **OPEN DAY 2015**, at **Milan Polytechnic University, MILAN (MI)**, 25 June 2015 **(Lecturer)**

Presentation of the **Master SOUNDART - Sound design for art and entertainment in the creative industries** of the **ARD&NT Institute of Milan** (Brera Academy of Fine Arts and Milan Polytechnic University) at the **Brera Academy of Fine Arts, MILAN (MI)**, 30 June 2015 **(Lecturer)**

*Excellence Portraits - Photographic Exhibition by Ferdinando Cioffi*, BOI event organised by **Unit Communications** and **TBD**, in partnership with the **Association Ethicando** and the **Institute for Research and Training on Medialism and Cultural Economics (MEDEC Institute)**, under the patronage of the **Italian Association of the Fondation Prince Albert II de Monaco onlus**, at the internationalisation centre **Expo 4 Aosta Street Milan, Via Aosta n. 4, MILAN (MI)**, 8 July 2015, **(Chairman; Lecturer)**

Presentation of the **Master SOUNDART - Sound design for art and entertainment in the creative industries** of the **ARD&NT Institute of Milan** (Brera Academy of Fine Arts and Milan Polytechnic University) at the **Fondazione M° Francesco Pasquinelli**, MILAN (MI), 14 September 2015, **(Chairman; Lecturer)**

*An evening with Bill Fontana*, BOI event organised by **ETHICANDO Association**, in collaboration with the Sheraton **Diana Majestic hotel** and the **ARD&NT Institute Consortium**, at the **Sheraton Diana Majestic hotel**, MILAN (MI), 14 October 2015, **(Chairman; Lecturer)**

*Leonardo at the Table*, a BOI event, sponsored by **EXPO IN CITTA' (EXPO IN THE CITY)** and the **Istituto Lombardo Accademia di Scienze e Lettere**, was organised by the **ETHICANDO Association**, in collaboration with the **Municipality of Milan**, the **ARD&NT Institute (Academy of Fine Arts and Polytechnic University of Milan)**, the **Giuseppe Verdi Conservatory of Milan**, the **Antonio Carlo Monzino Foundation**, the **Association of Italian Maitres Restaurants and Hotels (A.M.I.R.A.)**, the **MEDEC Institute**, **UNIT Communications**, the **Leonardo da Vinci Centre**, **acena.info**, **Consorzio Parmigiano Reggiano**, **Trattoria Masuelli S. Marco**, **MCUBE S.p.a.** and various other organisations and companies.; held at the **Castello Sforzesco**, MILAN (MI), 16 October 2015, **(Chairman; Lecturer)**

Opening exhibition/event *Sublimis. The world as seen beneath the surface*, organised by the **Recodewater Association**, in collaboration with **Ethicando Association of Milan**, the Patronage of **EXPO IN CITTA' (EXPO IN THE CITY)**, the **Milan Triennale**, the **Italian Association of the Fondation Prince Albert II de Monaco onlus** and the **Japanese Cultural Association in Italy**, and with the support of public and/or private entities including **Tim4Expo**; held at the **Milan Triennale**, MILAN (MI), 28 October 2015, **(Lecturer)**

*Aspects of Sustainability in Art Promoted by EXPO 2015 - Aspetti di Sostenibilità dell'Arte Promossi dall'EXPO 2015*, as part of the event *Wine & Food Style in Cernobbio 2015*, sponsored by the **Municipality of Como**, **City of Cernobbio** and **CNA Alimentare**, contemporary art section organised by the **Leonardo da Vinci Centre of Milan**, Villa Erba, CERNOBBIO (CO), 31 October 2015, **(Lecturer)**

*Fiftieth Birthday of Marco Eugenio Di Giandomenico - Cinquantesimo Compleanno di Marco Eugenio Di Giandomenico*, BOI event organised by **Cenacolo Bagutta** and **ETHICANDO Association**, Ristorante **Bagutta**, MILAN (MI), 24 November 2015, **(Chairman; Lecturer)**

*The physical and metaphysical places of the condominium for artistic and cultural promotion and for new consciences of collective building: status quo of the legislative discipline on mediation and condominium management, minimisation and risk management - I luoghi fisici e metafisici del condominio per la promozione artistico-culturale e per nuove coscienze di edificazione collettiva: status quo della disciplina legislativa in tema di mediazione e di gestione condominiale, minimizzazione e gestione dei rischi*, as part of the event "**Wonderful Frontiers of Civil Coexistence**" - **Meravigliose Frontiere di Convivenza Civile**" (**MeFCoCi-I**), on the topic of **Art for Sustainable Use of Public and Condominium Urban Spaces - L'Arte per una Fruizione Sostenibile degli Spazi Urbani Pubblici e Condominiali**, BOI event organised by **Domonest Italia of Milan**, in collaboration with **Gesticond**, **Associazione Europea Consumatori Indipendenti (AECI)**, **Ethicando Association**, **INCER Institute**, **UnipolSai Assicurazioni**, **Include** and the **Centro Leonardo da Vinci**, at the **Teatro Dal Verme**, MILAN (MI), 18 December 2015, **(Chairman; Lecturer)**

2016

*Presentation of the book series by Carlo Saladino Editore entitled "ACHROME"*, directed by **Antonio Ciurleo**, event organised by the Brera Academy of Fine Arts in Milan, at the exhibition space of the **former Church of San Carpoforo in via Marco Formentini n. 12**, MILAN (MI), 26 January 2016, **(Chairman; Lecturer)**

*Award ceremony of the "Ethics and Society 2015" Prize - Etica e Società 2015 (fourth edition)*, a BOI event organised by **Ethicando Association of Milan** and the **Antica Corte Pallavicina Relais**, in collaboration with various public and private entities, including **UNIT, UNIT Communications, acena.it** and, and with the *patronage* of the Municipality of **Parma**, the **Municipality of Polesine Zibello (PR)**, the **Istituto Lombardo Accademia di Scienze e Lettere of Milan**, the **Fondation Prince Albert II de Monaco ONLUS** (Italian branch association), the **Cenacolo Bagutta of Milan**, the **ARD&NT Institute** (Brera Academy of Fine Arts and Milan Polytechnic University), the **MEDEC Institute of Milan**, at the **Antica Corte Pallavicina Relais**, in **Strada Palazzo due Torri n. 3**, POLESINE ZIBELLO (PR), 27 January 2016, **(Chairman; Lecturer)**

*Book presentation RICOMINCIA DA TE – START FROM YOU by Marta Lock*, at the **Museo d'Arte e Scienza, via Quintino Sella 4**, MILAN (MI), 4 February 2016, **(Chairman; Lecturer)**

*Le goût français en Italie - French taste in Italy*, BOI event organised by **Ethicando Association of Milan** and the **Antica Corte Pallavicina Relais**, in collaboration with various public and private entities, at the **Relais Antica Corte Pallavicina, Strada Palazzo due Torri n. 3**, POLESINE ZIBELLO (PR), 21 March 2016, **(Chairman; Lecturer)**

*A dinner with Elizabeth*, BOI event organised by **ETHICANDO Association**, in collaboration with **Tiramisù Delishoes** and **ARD&NT Institute** (Brera Academy of Fine Arts and Polytechnic University) of **Milan**, at the Fashion Dessert Bar & Restaurant **Tiramisù Delishoes, via Marco Formentini n. 2**, MILAN (MI), 23 March 2016, **(Chairman; Lecturer)**

*Presentation of Pinuccio Sciola's solo exhibition*, organised by the **Fondazione M° Francesco Pasquinelli** (at its premises in Milan) and the **ARD&NT Institute** in the context of the SOUNDART Master, with the extraordinary participation of Philippe Daverio, in **Corso Magenta n. 42**, MILAN (MI), 14 April 2016, **(Chairman; Lecturer)**

*Press conference for the presentation of CONNESSUS by Giusy D'Arrigo, Rosario Genovese and Giuseppe Rogolino*, with the participation of the Mayor of Catania **Enzo Bianco**, **Palazzo degli Elefanti**, Municipality of Catania, CATANIA (CT), 23 April 2016, **(Lecturer)**

*Red Art Party*, organised by **ART PLACE** and **DUOMO Events**, with fashion show of emerging labels including **Pantero Pantera di Como**, at **DUOMO 21 Terrace, Piazza del Duomo n. 21**, MILANO (MI), 1 May 2016, **(Chairman; Lecturer)**

*China-Italy. Arts & Cultural bridging*, event organised by **ETHICANDO Association of Milan** and **Well Stay - Shanghai**, on the theme of international cooperation between Chinese and Italian universities, at the **swissôtel Grand**, SHANGHAI (CHINA), 10 May 2016, **(Lecturer)**

*Festival del Nuovo Rinascimento - New Renaissance Festival*, organised by the **Centro Leonardo da Vinci of Milan**, with the patronage of **Zona6 Comune di Milano** and **ExpoinCittà 2016**, with the participation of the director **Pupi Avati**, at the **Spazio Ex Fornace in Alzaia Naviglio Pavese 16**, MILAN (MI), 20 May 2016 - 1 June 2016, **(Lecturer)**

*Elba Experience*, an event organised by the **Principality of Monaco in Florence**, with the patronage of the **Region of Tuscany**, in favour of the **Prince Albert II de Monaco Italian Foundation**; as part of this event, a ceremony was held for the donation by **Marco Eugenio Di Giandomenico**, President of **Ethicando Association in Milan**, to **H.S.H. Prince Albert II, Sovereign Prince of Monaco**, of the work by artist **Roberto Rosso**, which consisted of a beautiful photographic image evoking the coat of arms of the Principality of Monaco, printed on a 20 millimetre thick glass plate measuring 50x50 centimetres; **Hotel Hermitage**, ISOLA D'ELBA, 11 June 2016, **(Chairman; Lecturer)**

*Photograms of Future Humanism. The Scared Varallo Mount A.D. 2050 - Fotogrammi di Umanesimo Futuro. Il Sacro Monte di Varallo A.D. 2050*, opening photographic exhibition with works by **Roberto Rosso**, organised by the **Associazione Studio Artematta**, with the patronage of the **Municipality of Vercelli** and in partnership with **Ethicando Association of Milan** ([www.ethicando.it](http://www.ethicando.it)) and the **Fondazione CRT**, VERCELLI (VC), 17 June 2016, **(Chairman; Lecturer)**

*Le carrozze a Missaglia - The carriages at Missaglia*, film screening event on the event of 5 June 2016 that saw the parade of the beautiful period carriages of the **Gruppo Italiano Attacchi** with barycentre at the **Villa Sormani Marzorati** residence in **Missaglia of Count Alberto Uva**, at the **Sala Teodolinda of the Municipality of Missaglia**, MISSAGLIA (LC), 15 July 2016, **(Lecturer)**

Presentation, at the pavilion of the Fondazione Ente dello Spettacolo, within the 73<sup>rd</sup> Venice International Film Festival, of the Film *THE RED IRON DOOR* by Maurizio Mistretta, Hotel Excelsior, LIDO DI VENEZIA, 3 September 2016, **(Lecturer)**

*New Bridges of Beauty between Sustainable Arts through New Technologies - Nuovi Ponti di Bellezza tra le Arti Sostenibili attraverso le Nuove Tecnologie* (1st Edition), organised in Milan by **ARD&NT Institute** (Brera Academy of Fine Arts and Milan Polytechnic University) ([www.ardent-institute.it](http://www.ardent-institute.it)) and by **ETHICANDO Association** ([www.ethicando.it](http://www.ethicando.it)) in collaboration with La Triennale di Milano, as part of the **XXI Triennale International Exhibition**, on the two days of 6 September 2016, at EXPOGATE, and 8 September 2016, at La Triennale. The event, among those EXPOINCITTA' (EXPO IN THE CITY) of the Municipality of Milan, was also organised in collaboration with the Department of Design and Applied Arts, the School of Artistic Design for the Enterprise and the School of New Technologies of Art of the Brera Academy of Fine Arts in Milan, MILAN (MI), 6 and 8 September 2016, **(Chairman; Lecturer)**

*A gala dinner in Brianza with ...? Artistic exclusive events in Villa Sormani Marzorati Uva*, an event organised by **ETHICANDO Association** ([www.ethicando.it](http://www.ethicando.it)) and its partners, and sponsored by **ARD&NT Institute of Milan** (Brera Academy of Fine Arts and Polytechnic University of Milan) (<http://www.ardent-institute.it>), part of the communication platforms **Betting On Italy (BOI)** and **Betting On Lombardy (BOL)**, directed by Marco Eugenio Di Giandomenico, MISSAGLIA (LC), 19 October 2016, **(Chairman; Lecturer)**

Opening Collective Art Exhibition **ARS et LUX**, organised by the **Cultural Association Art Space**, Spazio Casa Teatro in via Tortona, MILAN (MI), 26 October 2016, **(Lecturer)**

*Lectio Magistralis by Actress BARBARA BOUCHET*, organised by the Brera Academy of Fine Arts and the Polytechnic University of Milan through the **ARD&NT Institute of Milan** ([www.ardent-institute.it](http://www.ardent-institute.it)), in collaboration with the **ETHICANDO Association of Milan** ([www.ethicando.it](http://www.ethicando.it)) and with the **Department of Design and Applied Arts of the Brera Academy of Fine Arts of Milan**, as well as with the related **School of Artistic Design for the Enterprise** (Director: Prof. Antonio Ciurleo) and the School of New Technologies of Art (Director: Prof. Roberto Rosso), within the second edition of the MASTER SOUNDART - Sound design for art and entertainment in the creative industries (Director: Prof. Antonio Ciurleo) and of the first edition of the MASTER VIDEO ART & FILMMAKING (Directors: Bruno Muzzolini and Marco Eugenio Di Giandomenico), at the **Fondazione Pasquinelli**, MILAN (MI), 27 October 2016, **(Chairman; Lecturer)**

Opening Exhibition *QUINTESSENCE. TRA VENUS ET KOSMOS* by the artist **Giusy D'Arrigo**, organised by LIART Gallery in Palermo, LIART Gallery, PALERMO (PA), 3 December 2016, **(Lecturer)**

*Gran Galà della Moda a Palermo* (8th Edition), organised by **LG Studio di Luca Rasa**, under the patronage of **ETHICANDO Association**, presenters **Giusy D'Arrigo** and **Marco Eugenio Di Giandomenico**, with a fashion show of the **Pantero Pantera di Como** dress collection, San Paolo Palace Hotel, PALERMO (PA), 4 December 2016, **(Chairman; Lecturer)**

Premiere Film *GIANTS IN MILAN - IL PICCOLO*, by Pino Farinotti, directed by Andrea Bellati, event organised by **Il Piccolo Teatro di Milano** in collaboration with **ETHICANDO Association**, among the guests present **Ornella Vanoni** and **Sergio Escobar**, Scatola Magica de Il Piccolo Teatro (Strehler), MILAN (MI), 10 December 2016, **(Chairman; Lecturer)**

*7th Traveler's Cultural Festival & Investment and Trade Fair, gala opening*, with Jiang Bo and Pietro Innocenzi, Deqing County, Huzhou Municipal City (CHINA), 18 December 2016, **(Lecturer)**

*2016 Moganshan International Collegiate Film Festival, gala opening*, with Jiang Bo and Pietro Innocenzi, Deqing County, Huzhou Municipal City (CHINA), 19 December 2016, **(Lecturer)**

Premiere Film *GIANTS IN MILAN - ARTE SOSTENIBILE -SUSTAINABLE ART*, curated by Marco Eugenio Di Giandomenico, directed by Andrea Bellati, music by Renato Doney (Renato Di Giandomenico), with the participation of Pino Farinotti (writer and film critic), Marina Messina (Director Polo Musei Storici e Musei Archeologici), Giovanna Mori (Curator in charge of Castello Sforzesco), Claudio Salsi (Superintendent and Director of the Superintendency Sector Castello, Archaeological Museums and Historical Museums), Don Gianantonio Borgonovo (Archpriest of the Duomo and President of the Veneranda Fabbrica), Ferruccio De Bortoli (Journalist), Carla Fracci (étoile), Francesco Alberoni (Sociologist, essayist and writer), Rossella Farinotti (Art Critic), Emilio Isgrò (Artist), Fernando Mazzocca (Art Historian), Francesco Martelli (Head of the Cittadella degli Archivi, Municipality of Milan), Sergio Escobar (Director of the Piccolo Teatro). Premiere sponsored by the ARD&NT Institute of Milan (Brera Academy of Fine Arts and Polytechnic University of Milan) held at the Brera Academy of Fine Arts, MILAN, 22 December 2016, **(Chairman; Lecturer)**

2017

*A gala dinner in Brianza with ...? Artistic exclusive events in Villa Sormani Marzorati Uva" (abbreviated "VSMU")* entitled "*On the Trails of the Templars in Villa Sormani Marzorati Uva*", an event organised by the **ETHICANDO Association** ([www.ethicando.it](http://www.ethicando.it)) and its partners, with patronage of the **ARD&NT Institute** in Milan (Brera Academy of Fine Arts and Polytechnic University of Milan) (<http://www.ardent-institute.it>), part of the communication platforms **Betting On Italy (BOI)** and **Betting On Lombardy (BOL)**, directed by Marco Eugenio Di Giandomenico, MISSAGLIA (LC), 13 January 2017, **(Chairman; Lecturer)**

*Accomodatevi pure ... (Be my guest ...)* by Samanta Panetta, TV talk show hosted and organised by Samanta Panetta at **Casa Sanremo - Villa Ormond**, as part of the X Edition of Casa Sanremo, the prestigious artistic and cultural collateral event to the **Italian Song Festival**, sponsored by **ETHICANDO Association of Milan** ([www.ethicando.it](http://www.ethicando.it)) and the **Chamber of Fashion on Malta**, Sanremo, 11 February 2017, **(Lecturer)**

*Sustainable Fashion & Arts*, an event organised by **Ethicando Association** ([www.ethicando.it](http://www.ethicando.it)) in collaboration with the **Municipality of Milan, Biblioteca Centrale**, sponsored by the **ARD&NT Institute** (Brera Academy of Fine Arts and Polytechnic University of Milan), part of the communication platforms **Betting On Italy (BOI)** and **Betting On Lombardy (BOL)**, directed by Marco Eugenio Di Giandomenico with the screening of the film *GIANTS IN MILAN - SUSTAINABLE ART – ARTE SOSTENIBILE* by Marco Eugenio Di Giandomenico, directed by Andrea Bellati, with musical pieces sung by Renato Doney, Sala del Grechetto at the Sormani Library, Milan, 24 February 2017, **(Chairman; Lecturer)**

*Opening exhibition SCEPI OVER AD'ART 1957 - 2017*, event organised by the Fondazione Banca del Monte di Foggia at the Galleria della Fondazione Banca del Monte di Foggia, Foggia, 4 March 2017, **(Lecturer; Art Critic)**

*What sustainable design?* lecture delivered as part of the event entitled *Lessons about design, visual art and architectural design in Belarus and Italy*, organised by Oikos Academy, Milan, 26 April 2017, **(Lecturer)**

*Ladies and Gentlemen. Il valore del made in Italy valore della tradizione e potere dell'internazionalizzazione - The value of Made in Italy - the value of tradition and the power of internationalisation*, presented by *Le Salon de la Mode* di G. Chiarappa, **Marco Eugenio Di Giandomenico** participates as a speaker and as a member of the jury together with **Roberta Ammendola** (Journalist RAI TG), **Pino Ammendola** (actor and voice actor), **Carlo Alberto Terranova** (stylist), Palazzo Ferrajoli, Rome, 7 May 2017, **(Lecturer; Art Critic)**

*Cultural Cooperation between Italy and Mexico - Cooperazione Culturale tra Italia e Messico*, evening organised by **Rotaract Club Milano Nord Est Brera** chaired by **Mirko Podico**, with the presence among others of **Marisela Morales**, Consul General in Milan for Mexico, Milan, 12 May 2017, **(Lecturer)**

*New Frontiers of Sustainable Art. Carlo Caldara & True Story - Nuove Frontiere dell'Arte Sostenibile. Carlo Caldara & True Story*, an event organised by the **ARD&NT Institute (Brera Academy of Fine Arts and Milan Polytechnic University)** ([www.ardent-institute.it](http://www.ardent-institute.it)) and **ETHICANDO Association** ([www.ethicando.it](http://www.ethicando.it)), in collaboration with the **School of New Technologies of Art of the Brera Academy of Fine Arts in Milan** and **Oltre Confine Association** di **A. Chizoniti**, and part of the communication platform **Betting On Italy (BOI)** directed by **Marco Eugenio Di Giandomenico**, Palazzo Marino (Sala Alessi), Milan, 17 May 2017, **(Chairman; Lecturer; Art Critic)**

*Aspetti Gestionali del Grande Evento Spettacolistico - Management Aspects of Large Spectacle Events*, lecture held by **Marco Eugenio Di Giandomenico** as part of the Workers in the performing arts event (*I lavoratori dello spettacolo*), organised by the **Order of Certified Chartered Accountants and Accounting Experta (ODCEC) of Milan**, Labour and Cultural Manager commission, Sala Convegni ODCEC Corso Europa 11, Milan, 18 May 2017, **(Lecturer)**

*Tonino Accolla Award 2017*, 4th Edition, organised by **A.R.C.A. di Giuseppe Mandalari e Stefania Altavilla**, sponsored by MiBACT, Regione Sicilia, Sicilia Film Commission, Municipality of Syracuse and with the participation of Roma Film Festival, Ambi Media Italia and Fono Roma as technical partners. **Marco Eugenio Di Giandomenico** was a member of the jury together with film dubbers and journalists **Claudio Sorrentino**, **Massimo Corvo**, **Emanuela Rossi**, **Christian Iansante**, **Franco Mirra**, actress **Lucia Sardo** and Roma Film Festival President **Adriano Pintaldi**. **Marco Eugenio Di Giandomenico** was awarded the 2017 ARCA PRIZE. The initiative featured actress **Vanessa Galipoli** as its testimonial. Ortigia, Syracuse, 27 and 28 June 2017, **(Lecturer; Art Critic)**

*Opening Exhibition CARLO CALDARA TRUE STORY from 24 to 30 July 2017*, organised by Show Eventi di L. Chizoniti, Complesso del Vittoriano, Rome, 24 July 2017, **(Lecturer; Art Critic)**

*Exhibition MUSE-X by Giuseppe Piccione*, presentation of the catalogue, KoART Gallery, Catania, 27 July 2017, **(Lecturer; Art Critic)**

Presentation of the film *Expedition*, on the occasion of the **74th Venice International Film Festival**, produced by Omnia Gold Studios Production, under the direction of **Alessandra Bonavina** and the *sustainable art direction* of **Marco Eugenio Di Giandomenico**, with the support of the **Italian Space Agency (ASI)** and the **European Space Agency**, in collaboration with **NASA** and the patronage of **Regione Veneto**, Hotel Excelsior, Venice, 6 September 2017, **(Lecturer; Art Critic)**

*Sri Chinmoy oneness-home PEACE RUN*; inauguration at the Colosseum in Rome of the *Colors of Peace* exhibition in the presence of the Undersecretary of State at the Ministry of Cultural Heritage and Activities and Tourism **Hon. Dorina Bianchi**; launch of the First Edition of the *Peace Movie Award* whose Jury was chaired by **Marco Eugenio Di Giandomenico**; Rome, 21 September 2017; **(Lecturer)**

*Miss Volto Italy, National Beauty Contest with Final in Sicily*, jury president **Marco Eugenio Di Giandomenico**, prize president **Sergio Fiorito**, Tre Fontane, Campobello di Mazara (TP), 23 September 2017, **(Lecturer)**

*Presentation of the book ORIGIN by Dan Brown*, edited by Pino Farinotti with a talk on art sustainability by **Marco Eugenio Di Giandomenico**, Mondadori Megastore, Milan, 12 October 2017, **(Lecturer)**

*Inauguration of the Academic Year of the Kandinsky Academy of Fine Arts in Trapani (ABAK)*, organised by ABAK, with the conduction of actress **Vanessa Galipoli**, Complesso Storico Principe di Napoli, Trapani, 14 November 2017, **(Lecturer)**

*Venaria Reale Grand Ball Vienna on the Lake, XXIII Edition*, charity gala evening organised by notary **Claudio Limontini, Marco Eugenio Di Giandomenico** member of the Committee of Honour, Reggia di Venaria, 18 November 2017, **(Lecturer)**

*Grand Gala of Fashion in Palermo (9th Edition)*, organised by Fashion Models Group, **Marco Eugenio Di Giandomenico** guest of honour, Astoria Palace Hotel, Palermo, 3 December 2017, **(Lecturer; Art Critic)**

*International Frontiers of Sustainable Art*, conference organised by the Kandinsky Academy of Fine Arts of Trapani, in collaboration with ETHICANDO Association of Milan and the Municipality of Erice, on the occasion of the official visit to Trapani of Cheng Yajie, President of the University of Jingdezhen (China), Palazzo Sales, Erice (TP), 5 December 2017, **(Lecturer; Chairman)**

*Roma Film Festival, XXII Edition*, co-organised with the Experimental Centre of Cinematography - Cineteca Nazionale, dedicated to director - set designer **Flavio Mogherini**, Teatro Quirino, Rome, 15 December 2017 **(Lecturer)**

2018

*Award Ceremony TARGA ViViSalute Award 2018 (XIV Edition)*, **Marco Eugenio Di Giandomenico** was awarded with the following motivation "Writer, economist and critic of the sustainability of art and culture, holder of prestigious academic appointments in Italy and abroad, television columnist, he is among the most famous and active Milanese cultural managers successfully engaged in promoting Italian Style in the world, so much so as to be defined by the main newspapers as "Ambassador of Made in Italy in the World". His many successful initiatives include the book 'Ethical Management. Principles and Foundations - Management etico. Principi e fondamenti ' and the film 'Giants in Milan - Sustainable Art – Arte Sostenibile', produced in 2016 in collaboration with the Municipality of Milan"; the award was organised by the MEIER University of Milan ([www.unimeier.eu](http://www.unimeier.eu)), in collaboration with ASSEPRIM (Federazione Nazionale Servizi Professionali per le Imprese), CERGAS (Centro di Ricerche sulla Gestione dell'Assistenza Sanitaria e Sociale) of BOCCONI University and VIVISALUTE Lombardia; the award was presented by **Elio Borgonovi**, president CERGAS BOCCONI, CONFCOMMERCIO, Milan, 30 January 2018, **(Awarded)**

*Leonardo at the Table*, gala dinner organised by ETHICANDO Association and its partners, and sponsored by ARD&NT Institute of Milan (Brera Academy of Fine Arts and Milan Polytechnic University), Cascina Boscaiola, Milan, 23 March 2018, **(Artistic Curator; Lecturer; Chairman)**

*... and then came the earthquake. The Birth, Death and Resurrection of the Son of God between Sacred and Profane (... e fu terremoto. La Nascita, la Morte e la Resurrezione del Figlio di Dio tra Sacro e Profano)*, exhibition curated by **Vittorio Erlindo**, Refectory of the Monastery of San Benedetto Po, Mantua, 31 March 2018, **(Art Critic)**

*ART CREATORS IN MILAN. SUSTAINABLE PATHS* exhibition, organised by the Associació Cultural Projecte DESAT'ART of Figueres (Catalonia, Spain), in collaboration with B&B Hotels and under the patronage of the ARD&NT Institute of Milan (Brera Academy of Fine Arts and Milan Polytechnic University), with the extraordinary participation of art critic and writer **Marco Eugenio Di Giandomenico**, Deputy Director of the Kandinsky Academy of Fine Arts, Palazzo Giureconsulti, Milan, 25 May 2018, **(Lecturer; Art Critic)**

*Creativity & Sustainability to Contemporary Art - Creatività & Sostenibilità sino all'Arte Contemporanea*, conference organised by Ethicando Association, Ard&nt Institute (Brera Academy of Fine Arts and Milan Polytechnic), KANDINSKIJ Academy of Fine Arts ([www.accademiadibelleartikandinskij.it](http://www.accademiadibelleartikandinskij.it)), The Global Review (<http://theglobal.review/it>), KANDINSKIJ Academy of Fine Arts, Trapani, 31 May and 1 June 2018, **(Lecturer; Chairman)**

*Creativity & Sustainability in the Contemporary Art System - Creatività & Sostenibilità nel Sistema dell'Arte Contemporanea*, conference organised by Ethicando Association, Ard&nt Institute (Brera Academy of Fine Arts and Milan Polytechnic University), KANDINSKIJ Academy of Fine Arts ([www.accademiadibelleartikandinskij.it](http://www.accademiadibelleartikandinskij.it)), The Global Review (<http://theglobal.review/it>), in collaboration with Fondazione 'Adolfo Pini' ([www.fondazionepini.net](http://www.fondazionepini.net)), Fondazione Pini, Milan, 8 June 2018, **(Lecturer; Chairman)**

*Behind the Film Fest*, conference organised by the Ethicando Association and Ard&nt Institute (Brera Academy of Fine Arts and Milan Polytechnic University), in media partnership with The Global Review (<http://theglobal.review/it>) and with the support of Fondazione Pasquinelli ([www.fondazionepasquinelli.org](http://www.fondazionepasquinelli.org)), talk by **Adriano Pintaldi** and **Antonella Salvucci**, Fondazione Pasquinelli, Milan, 20 June 2018, **(Lecturer; Chairman)**

*Film Premiere GIANTS IN MILAN - Milan, the City of Books - Milano, la Città dei Libri* by **Pino Farinotti**, the film features **Francesco Alberoni**, **Angelo Stella** president of the Centro Studi Manzoni, **Giulio Sapelli**, **Andrea Camilleri**, **Pope Bergoglio**, **Marco Eugenio Di Giandomenico**, **Ivan Rizzi**, IASSP lecturer, Spazio Oberdan, Milan, 28 June 2018, **(Lecturer)**

*Isola D'Elba ASCOLTANDO I SILENZI DEL MARE - LISTENING TO THE SILENCES OF THE SEA national poetry prize*, first edition 2018, speech by **Marco Eugenio Di Giandomenico** on the theme of sustainable art in literature, Portoferraio (LI), Isola D'Elba, 15 September 2018, **(Lecturer)**

*Colour of Peace 2018*, an event organised by Sri Chinmoy Oneness-Home Peace Run, award ceremony for the first edition of the **PMA-Peace Movie Award 2018** competition, whose jury was chaired by **Marco Eugenio Di Giandomenico**, an initiative sponsored by Miur and Mibac, which involved the school sector through the creation of thirty-second video "spots" to express and share one's idea of peace, Colosseum Arena, Rome, 21 September 2018, **(Lecturer; Jury President)**

*Fashion art and more 8.0, International Luxury Event in Milan Fashion Week Sept. 2018*, with the artistic conduction of Sabrina Spinelli, **Marco Eugenio di Giandomenico** featured as a *testimonial* and as a speaker on sustainable fashion, Milan, 24 September 2018, **(Lecturer; Testimonial)**

*Creativity and Sustainability in the Contemporary Art System - Creatività e Sostenibilità nel Sistema dell'Arte Contemporanea*, conference organised by the KANDINSKIJ Academy of Fine Arts in Trapani ([www.accademiadibelleartikandinskij.it](http://www.accademiadibelleartikandinskij.it)) on the occasion of the opening of the 2018/2019 academic year, ABAK, Trapani, 12 October 2018, **(Lecturer; Chairman)**

XXX Edition of the *Arts Prize for Culture*, presided by the art historian **Carlo Franza**, at the prestigious premises of the Brera Artistic High School in Milan. **MARCO EUGENIO DI GIANDOMENICO** was awarded the prize for his work as an economist and art critic with the following motivation: "*TO MARCO EUGENIO DI GIANDOMENICO the 2018 Arts Prize Culture Prize on account of his use of integrated communication and advanced technical managerial skills that have seen him excel as a cultural manager and innovative leader in the creative industries sector*", Milan, 14 December 2018, **(Awarded; Lecturer)**

*Leonardo at the Table*, gala dinner organised at the Cascina Boscaiola, via Edoardo Porro n. 14 in Milan by ETHICANDO Association ([www.ethicando.it](http://www.ethicando.it)), curated by **Marco Eugenio Di Giandomenico**, in collaboration with the ARD&NT Institute masters courses (Brera Academy of Fine



Arts and Polytechnic University of Milan) ([www.ardent-institute.it](http://www.ardent-institute.it)) SOUNDART, directed by **Roberto Favaro**, and L'ALTRA FOTOGRAFIA, directed by **Roberto Rosso**, Milan, 19 December 2018, (**Artistic Curator; Lecturer; Chairman**)

2019

Inauguration of the solo exhibition of the artist **Santi Sindoni** entitled *Santi Sindoni Angoscia. Vertigine di Libertà - Anguish. Vertigo of Freedom*, at the Spazio Espositivo del Broletto in Como, curated by art critic **Marco Eugenio Di Giandomenico** and organised by Fondazione Arté of Milan in collaboration with the Municipality of Como, Como, 9 February 2019, (**Artistic Curator; Lecturer; Chairman**)

Event/exhibition *Ioan Sbarciu meets Brera Academy*, at the Sala Napoleonica of the Brera Academy of Fine Arts, with solo exhibition of the artist **Ioan Sbarciu** curated by **Marco Eugenio Di Giandomenico**, organised by ARD&NT Institute (Brera Academy of Fine Arts and Milan Polytechnic University), Milan, 23 and 24 February 2019, (**Artistic Curator; Lecturer; Chairman**)

Presentation of the photographic book *MANI – HANDS* by **Roberto Granata**, at ARMANI/LIBRI, via Manzoni n. 31, Milan, organised by Il Cigno GG Edizioni di Roma, Milan, 18 March 2019, (**Art Critic; Lecturer; Chairman**)

Exhibition-event of the artist **Paola Giordano** entitled *Paola Giordano. Suggestioni Metropolitane tra Vita e Arte - Metropolitan Influences between Life and Art*, curated by **Marco Eugenio Di Giandomenico**, organised by Ethicando Association and ARD&NT Institute (Brera Academy of Fine Arts and Milan Polytechnic University), promoted by the Culture Council Commission of the Municipality of Milan and by Design Week 2019, at Palazzo Marino, Milan, April 10, 2019, (**Artistic Curator; Lecturer; Chairman**)

Presentation of the films *Giants in Milan: Il Duomo (The Duomo Cathedral) e La Scala Theatre* and *Giants in Milan: Il Piccolo (The Piccolo Theatre)*, curated by **Pino Farinotti**, with the intervention of sustainable art critic **Marco Eugenio Di Giandomenico**, organised by Cinema MEXICO, Milan, 13 May 2019 (**Chairman; Lecturer**)

Conference *Around Fashion: Archives, Exhibitions, Foundations and Museums - Attorno alla Moda: Archivi, Mostre, Fondazioni e Musei*, organised by the School of Communication and Valorisation of the Contemporary Artistic Heritage of the Academy of Fine Arts of Brera in Milan, former Church of San Carpofo, Milan, 29 May 2019, (**Lecturer**)

Presentation of the book *L'Eroe – The Hero* by **Pino Farinotti**, speakers **Marco Eugenio Di Giandomenico, Francesco Alberoni, Angelo Stella, Massimiliano Finazzer Flory**, organised by the Centro Nazionale di Studi Manzoniani, Casa del Manzoni, Milan, 18 June 2019, (**Chairman; Lecturer**)

Solo exhibition of the Romanian artist Ioan Sbarciu entitled *Di Materia e Di Spirito. Dagli Ipogei dei Carpazi agli Ipogei di Matera - Of Matter and Spirit. From the Carpathian Hypogea to the Hypogea of Matera*, curated by **Antonella Ventura** with a critical intervention by **Marco Eugenio Di Giandomenico**, promoted by the Department of Culture of the Municipality of Matera as part of the events *Matera - European Capital of Culture- Matera - Capitale Europea della Cultura*, Chiesa Rupestre Sant'Antonio Abate, ipogeo San Francesco, Matera, 24 August 2019, (**Art Critic; Lecturer**)

Presentation of the book *Nella Gioconda di Leonardo il Sorriso di Isabella D'Aragona Sforza - Ducissa di Milano et Bari- In Leonardo's Mona Lisa the Smile of Isabella D'Aragona Sforza – Duchess of Milan and Bari*, edited by Antonietta Pignatelli Palladino, Palazzo dei Congressi, Salsomaggiore Terme, 12 September 2019, (**Chairman; Lecturer**)

Award ceremony *Pianeta Azzurro Prize - I Protagonisti (Blue Planet Award - The Protagonists)*, XVIII Edition, presided over and conceived by the artist **Alba Gonzales**, and by the following cultural personalities: the essayist and historian **Mario Avagliano**; the theatre critic and university lecturer

**Gianfranco Bartolotta**; the patron **Roberto Bilotti Ruggi d'Aragona**; the creator of international events, sustainable art critic and university lecturer **Marco Eugenio Di Giandomenico**; the Tg1 journalist **Cinzia Fiorato**; the journalist from Il Messaggero **Franca Giansoldati** and the writer and literary critic **Emanuele Trevi**. The above-mentioned award-winners add to the list of over 220 winners from the various editions of the Prize, including: **Nino Manfredi, Ettore Scola, Emmanuele F. M. Emanuele, Ennio Calabria, Lilli Gruber, Franco Mandelli, Carlo Lizzani, Giovanni Bollea, Annalisa Manduca, Mario Verdone, Igor Man, Milena Vukotic, Giovanni Pieraccini, Gianfranco Jannuzzo, Anna Kanakis, Maria Latella**, and many other personalities. Pianeta Azzurro International Centre for Contemporary Sculpture, Fregene (Rome), 14 September 2019, **(awarded)**

*Colour of Peace 2019*, an event organised by Sri Chinmoy Oneness-Home Peace Run, award ceremony of the second edition of the **PMA-Peace Movie Award 2019** competition, whose jury was chaired by **Marco Eugenio Di Giandomenico**, an initiative sponsored by Miur and Mibac, which involved the school sector through the creation of thirty-second video "spots" to express and share one's idea of peace, Colosseum Arena, Rome, 20 September 2019, **(Lecturer; Jury President)**

*Workshop Event: the Painting of Music, the Music of Painting - The Works of Artist Paola GIORDANO (la Pittura della Musica, la Musica della Pittura - Le Opere dell'Artista Paola Giordano) meet the sounds of the students of the SOUNDART master course of the ARD&NT Institute*, as part of the didactic activities of the SOUNDART master course directed by **Roberto Favaro**. The event, organised by ARD&NT Institute in Milan (Brera Academy of Fine Arts and Milan Polytechnic University), in collaboration with ETHICANDO Association and the communication platform Betting On Italy, was curated by **Marco Eugenio Di Giandomenico** and **Elisabetta Longari**. During the event, the book PAOLA GIORDANO. METROPOLITAN SUGGESTIONS BETWEEN LIFE AND ART - SUGGERIMENTI METROPOLITANE TRA VITA E ARTE (**Marco Eugenio Di Giandomenico**, Ethicando Edizioni, Milan, 2019) was presented. Ex Chiesa di San Carpofo, Milan, 24 October 2019, **(Artistic Curator; Lecturer; Chairman)**

*Workshop Event: The Art of Food and Music - Workshop: L'Arte del Cibo e la Musica*, as part of the didactic activities of the SOUNDART master course directed by **Roberto Favaro**. The event, organised by ARD&NT Institute in Milan (Brera Academy of Fine Arts and Milan Polytechnic University), in collaboration with ETHICANDO Association and the communication platform Betting On Italy, was curated by **Marco Eugenio Di Giandomenico**. During the event, the book L'ESTRO DEL GUSTO. GIUSEPPE MAGLIONE ARTIST OF SUSTAINABLE PIZZA - THE INSPIRATION OF TASTE. GIUSEPPE MAGLIONE. ARTISTA DELLA PIZZA SOSTENIBILE (**Marco Eugenio Di Giandomenico**, Apeiron Editore, Naples, 2019). Ex Chiesa di San Carpofo, Milan, 7 November 2019, **(Artistic Curator; Lecturer; Chairman)**

Solo exhibition of the artist **Santi Sindoni** entitled *Alle Radici dell'Universo. Escatomateria - At the Roots of the Universe. Escatomateria* (08.11.2019 - 21.11.2019) curated by **Marco Eugenio Di Giandomenico**, organised by Fondazione Artè di Milano, Studio Zecchillo ex Studio di Piero Manzoni, Brera, Milan, 8 November 2019 (opening), **(Artistic Curator and Critic; Lecturer; Chairman)**

Event: *500 years after the death of LEONARDO DA VINCI - A 500 Anni dalla Morte di LEONARDO DA VINCI the MILANESE ARTISTIC FAMILY Association, with the support of the CIRCOLO I NAVIGLI and the PATRIOTTIC ARTISTS Association, pays tribute to the Tuscan Genius*, presentation of the film *FOUR GIANTS IN MILAN* by Pino Farinotti (focus on Leonardo da Vinci), directed by Andrea Bellati, Circolo I Navigli, Milan, 29 November 2019, **(Lecturer)**

Event: *LEONARDO AT THE TABLE*, organised for the 500th Anniversary of the Death of Leonardo da Vinci by Associazione ETHICANDO and Antica Corte Pallavicina, curated by **Marco Eugenio Di Giandomenico** and **Massimo Spigaroli**, Antica Corte Pallavicina Relais, Polesine Zibello, Parma, 4 December 2019, **(Artistic Curator; Lecturer; Chairman)**

Presentation of the book *THE INSPIRATION OF TASTE. GIUSEPPE MAGLIONE, ARTIST OF SUSTAINABLE PIZZA - L'ESTRO DEL GUSTO. GIUSEPPE MAGLIONE, ARTISTA DELLA PIZZA SOSTENIBILE* (edited by **Marco Eugenio Di Giandomenico**, Edizioni Apeiron, Naples, 2019), organised by Apeiron Edizioni di **Gianni Di Costanzo**, Libreria Raffaello, Vomero, Naples, 13 December 2019, **(Artistic Critic, Lecturer)**

Photographic exhibition *MY DIVAS* by **Roberto Rocco**, with artistic curatorship by **Marco Eugenio Di Giandomenico**. The inauguration was attended by the director **Francesca Archibugi**, Certosa di San Giacomo, Capri, 27 December 2019, (**Art Curator**)

2020

Event *Photography, Fashion, Cinema - Fotografia, Moda, Cinema*, as part of the Master L'ALTRA FOTOGRAFIA of the ARD&NT Institute (Brera Academy of Fine Arts and Polytechnic University of Milan), directed by **Roberto Rosso** and **Marco Eugenio Di Giandomenico**, with the extraordinary participation of fashion designer **Antonio Riva** and live performance by clarinetist **Danila Musikhin**, Fondazione Pasquinelli, Milan, 20 January 2020, (**Artistic Curator; Lecturer; Chairman**)

Conference *Press Office and Events. Tools of Cultural PR- Ufficio Stampa ed Eventi. Strumenti delle RP Culturali*, as part of **Francesca Bertolotto's** Public Relations Course at the Brera Academy of Fine Arts in Milan, Milan, 21 January 2020, (**Lecturer**)

Event *The Fashion Code - Codice del Fashion*, within the Master L'ALTRA FOTOGRAFIA of the ARD&NT Institute (Brera Academy of Fine Arts and Milan Polytechnic University), directed by **Roberto Rosso** and **Marco Eugenio Di Giandomenico**, with the extraordinary participation of fashion designer **Alviero Martini**, Brera Academy of Fine Arts, Milan, 28 January 2020, (**Artistic Curator; Lecturer; Chairman**)

Event *Photography, Music, Fashion, Cinema - Fotografia, Musica, Moda, Cinema*, as part of the Master SOUNDART, directed by Roberto Favaro (deputy director of the Brera Academy of Fine Arts), and of the Master L'ALTRA FOTOGRAFIA, directed by Brera Academy lecturers Roberto Rosso and Marco Eugenio Di Giandomenico, of the ARD&NT Institute (Brera Academy of Fine Arts and Milan Polytechnic University) ([www.ardent-institute.it](http://www.ardent-institute.it)), in collaboration with the ETHICANDO Association of Milan, with the extraordinary participation of the photographer **Roberto Rocco**, former Church of San Carpofo, Brera Academy of Fine Arts, Milan, 30 January 2020, (**Artistic Curator; Lecturer; Chairman**)

**Santi Sindoni's** solo exhibition entitled *Escatomateria* (03 August-10 September 2020), with the artistic curatorship of **Marco Eugenio Di Giandomenico**, organised by Fondazione Artè of Milan in collaboration with the Municipality of Noto (SR) and under the patronage of UNESCO, Regione Siciliana, ARD&NT Institute (Brera Academy of Fine Arts and Milan Polytechnic University), ETHICANDO Association of Milan, FIAS (Fondazione Internazionale Assistenza Sociale), promoted by the international communication platform Betting On Italy. Opening at Palazzo Ducezio, Noto (SR), 3 August 2020, (**Artistic Curator; Lecturer; Chairman**)

Solo exhibition by **Roberto Rocco** entitled *Civitavecchia Waterfront/Frammenti di una città-porto, tra tradizione e innovazione - Fragments of a port city, between tradition and innovation* (05-19 November 2020), with the artistic curatorship of **Marco Eugenio Di Giandomenico**, organised by Centro Commerciale "La Scaglia", promoted by the international communication platform Betting On Italy. Opening at "La Scaglia" Shopping Centre, Civitavecchia (RM), 5 November 2020, (**Artistic Curator; Lecturer**)

2021

Online conference *Great Events between Public and Private - Grandi Eventi tra Pubblico e Privato*, curated by **Marco Eugenio Di Giandomenico**, with the participation of **Adriano Pintaldi**, President of Roma Film Festival, within the course of *Logic and Corporate Organisation*, master's degree in Product Design, Brera Academy of Fine Arts in Milan (director: Prof. **Marco Eugenio di Giandomenico**), 13 May 2021, (**Anchorman; Lecturer**)

Online Conference *Great Events between Public and Private - Grandi Eventi tra Pubblico e Privato*, curated by **Marco Eugenio Di Giandomenico**, with the participation of **Giacomo Maria Prati**, former director of the Certosa Museum in Pavia, as part of the course in *Logic and Corporate Organisation*, master's degree in Product Design, Brera Academy of Fine Arts in Milan (director: Prof. **Marco Eugenio di Giandomenico**), 20 May 2021, (**Anchorman; Lecturer**)

Online Conference *Great Events between Public and Private - Grandi Eventi tra Pubblico e Privato*, curated by **Marco Eugenio Di Giandomenico**, with the participation of **Alessandro Coscia**, Head of the Events and Exhibitions Office of the Pinacoteca di Brera, within the course of *Logic and Corporate Organisation*, Master's Degree in Product Design, Brera Academy of Fine Arts in Milan (director: Prof. **Marco Eugenio Di Giandomenico**), 27 May 2021, (**Anchorman; Lecturer**)

Online Conference *La Tutela dell'Arte e l'Ausilio delle Nuove Tecnologie: la Blockchain - Art Protection and the Aid of New Technologies: Blockchain*, with the participation, among others, of the lecturer at the Brera Academy of Fine Arts and art critic, **Marco Eugenio Di Giandomenico**, the Head of Visual Communication of Exhibitions and ArtLab Archive of the Museum of Palazzo Reale in Milan, **Dalia Gallico**, the former Deputy Attorney General at the Court of Appeal of Milan, **Felice Isnardi**, Chartered Accountant, **Francesco Fabbiani** and lawyer, Annaluce Licheri, 12-13 May 2021, (Lecturer) **Annaluce Licheri**, 12-13 May 2021, (**Lecturer**)

Online Conference *Great Events between Public and Private - Grandi Eventi tra Pubblico e Privato*, curated by **Marco Eugenio Di Giandomenico**, with the participation of **Roberto Fiorini**, Development and Communication Consultant for immersive multimedia projects for museums, exhibitions and great events, as part of the *Logic and Corporate Organisation* course, Master's degree in Product Design, Brera Academy of Fine Arts in Milan (director: Prof. **Marco Eugenio Di Giandomenico**), 3 June 2021, (**Anchorman; Lecturer**)

Online Conference *Valorisation of Contemporary Artists - Valorizzazione di Artisti Contemporanei*, curated by **Marco Eugenio Di Giandomenico**, with the participation of the artist **Paola Giordano**, within the framework of the *Logic and Corporate Organisation* course, Master's Degree in Product Design, Brera Academy of Fine Arts in Milan (director: Prof. **Marco Eugenio Di Giandomenico**), 17 June 2021, (**Anchorman; Lecturer**)

Conference *Pensare l'Arte Oggi (Thinking Art Today)*, within the event *Vento di Cultura nel Verde e nella Tradizione*, with the participation of **Marco Eugenio Di Giandomenico**, art critic, **Mariolina Graziosi**, lecturer at UNIMI, and **Dacia Maraini**, writer, Vallepietra (RM), 20 August 2021, (**Lecturer**)

Great event/concert for the National Health Corps' candidacy for the Nobel Peace Prize, concert by Maestro **Matteo Bensi**, with the participation of the President of the Province of Piacenza, **Patrizia Barbieri**, **Marzio Dallagiovanna** president of the Gorbachev Foundation Italy and vice-president of the Permanent Secretariat of the Nobel Peace Laureates, **Mauro Paladini**, who signed the nomination, **Luigi Cavanna**, testimonial of the initiative, **Marco Eugenio Di Giandomenico** of the Brera Academy of Fine Arts in Milan and the ARD&NT Institute, Maestro **Franco Scepi**, artist and culture manager for the Gorbachev Foundation, and **Giorgio Braghieri**, president of the Opera Pia Alberoni, at the *Sala degli Arazzi*, Opera Pia Alberoni, Piacenza, 24 September 2021, (**Art Critic; Lecturer**)

Photographic solo exhibition by artist **Roberto Rosso** (21.10.2021-30.11.2021) as part of the workshop/event *Art & Hospitality*, organised by the master L'ALTRA FOTOGRAFIA of the ARD&NT Institute (Brera Academy of Fine Arts and Polytechnic University of Milan Milan), curated by **Marco Eugenio Di Giandomenico**, in collaboration with Intomilan Aparthotel di **Paola Bonomi**, Intomilan Aparthotel, Milan, 21 October 2021 (inauguration), (**Art Director; Lecturer**)

A personal photographic exhibition by the artist **Roberto Rocco** entitled SACRO PROFANO – SACRED PROFANE (28-30.10.2021) as part of the MUSIC AND PHOTOGRAPHY workshop/event, with the artistic curatorship of **Marco Eugenio Di Giandomenico**, organised by the SOUNDART master course and the L'ALTRA FOTOGRAFIA master course of the ARD&NT Institute (Brera Academy of Fine Arts and Milan Polytechnic University), in collaboration with Ethicando Association of Milan and the international communication platform Betting On Italy (BOI). Participants at the inauguration included film critic **Pino Farinotti**, the head of the Brera Art Gallery's exhibitions and events office **Alessandro Coscia**, visual sociology lecturer at the Università Statale di Milano Prof. **Mariolina Graziosi**, television producer **Alberto Tarallo**, television author **Rachele Restivo**, and actress **Antonella Salvucci**. Former Church of San Carpoforo, Brera Academy of Fine Arts, Milan, 28 October 2021, (**Art Director; Lecturer**)

Solo exhibition L'ARTE DELLA PANDEMIA – THE ART OF THE PANDEMIC by the artist **Stefania Bolognese**, as part of the event of the same name, organised by Ethicando Association of Milan, with the artistic curatorship of **Marco Eugenio Di Giandomenico**, with the support of Euroolive and the Association of Global Education (AFG), under the patronage of various cultural bodies and institutions, including ARD&NT Institute (Brera Academy of Fine Arts and Milan Polytechnic University), Apulia Region, Province of Lecce, Municipality of Lecce, Municipality of Carpignano Salentino, Palmieri Onlus Foundation. Participating speakers included: **Diana Alessandrini**, RAI RADIO 1 journalist, art historian, and Maestro **Edda Silvestri**, former director of the Santa Cecilia Conservatory in Rome and director of the music department of the International Academy of Music and Art in Rome. Palazzo Ferrajoli, Rome, 20 November 2021, **(Art Director; Lecturer)**

Presentation of the book COLORI DEL GUSTO – THE COLOURS OF TASTE by **Matteo Marco Galiano**, published by Ethicando Editore, with the participation of art critic **Marco Eugenio Di Giandomenico**, Jaquar World, Milan, 25 November 2021, **(Lecturer)**

Conference THE CURRENT SITUATION OF THE REFORM AND FUTURE PROSPECTS OF THE THIRD SECTOR - SITUAZIONE ATTUALE DELLA RIFORMA E PROSPETTIVE FUTURE DEL TERZO SETTORE, organised by Orange Table in collaboration with the Associazione Pro Terra Sancta, Convento Sant'Angelo, Milan, 9 December 2021, **(Lecturer)**

Solo exhibition L'ARTE DELLA PANDEMIA- THE ART OF THE PANDEMIC, by artist Stefania Bolognese (27.12.2021-27.01.2022), with the artistic curatorship of **Marco Eugenio Di Giandomenico**, organised by the Municipality of Carpignano Salentino (LE), Aula Consigliare, Carpignano Salentino, 27 December 2021, **(Art Director)**

## 2022

Solo exhibition MEMORY & TREMOR by the artist **Adriano Segarelli**, with art curatorship by **Marco Eugenio Di Giandomenico**, in the heart of Brera in Milan from 14 to 27 January 2022, at the former studio of Italy's leading exponent of 20th century conceptual art, Piero Manzoni (1933-1963). Former studio of Piero Manzoni, Milan, 14-27 January 2022, **(Art Director, Lecturer)**

Presentation of the film DECUMANO MAXIMO by **Alessio Consorte**, curated by **Marco Eugenio Di Giandomenico** and **Auro Bernardi**. Speakers: **Silvia Motta** (archaeoastronomer) and **Adriano Gaspani** (archaeoastronomer). Sala Aurora of CITY LIFE ANTEO, Milan, 15 February 2022, **(Lecturer)**

Solo exhibition L'ARTE DELLA PANDEMIA – THE ART OF THE PANDEMIC by the artist **Stefania Bolognese**, with the artistic curatorship of **Marco Eugenio Di Giandomenico**, organised by the Fondazione Palmieri of Lecce, in collaboration with Ethicando Association, promoted by Betting On Italy (BOI), sponsored by the Apulia Region, the Province of Lecce, the Municipality of Lecce, the Municipality of Carpignano Salentino (LE), ARD&NT Institute (Brera Academy of Fine Arts and Milan Polytechnic University) and other public and private bodies. Fondazione Palmieri, Lecce, 26 February-7 March 2022, **(Art Director, Lecturer)**

Conference IL MITO DEL GRAAL. RIFLESSIONI SUGLI ATTUALI DRAMMI SOCIALI - THE GRAIL MYTH. REFLECTIONS ON CURRENT SOCIAL DRAMAS, *artistic direction* of **Marco Eugenio Di Giandomenico**, organised by the Department of Social and Political Sciences (Università degli Studi LA STATALE di Milano) and by Ethicando Association, in media partnership with Betting On Italy (BOI), under the patronage of the ARD&NT Institute (Brera Academy of Fine Arts and the Polytechnic University of Milan). Participants (in alphabetical order): **Federico Boni** (UNIMI), **Alessandro Coscia** (MIC - Pinacoteca di Brera), **Marco Eugenio Di Giandomenico** (Contemporary Art Critic), **Mariolina Graziosi** (UNIMI), **Robert Mercurio** (Arpa President), **Giacomo Maria Prati** (MIC - Lombardy).

Presentation of the book IL RACCONTO DEL GRAAL. UN MITO UNIVERSALE FRA STORIA, CULTURE E SIMBOLI - THE GRAIL TALE. A UNIVERSAL MYTH BETWEEN HISTORY, CULTURES AND SYMBOLS (Jouvence Editore, Milan, 2021).

Sala Lauree of the Faculty of Political, Economic and Social Sciences at the State University of Milano (UNIMI), Milan, 28 March 2022, (**Art Director, Lecturer**)

SUSTAINABLE ART event, with a solo exhibition by artist **Arvedo Arvedi**, curated by **Marco Eugenio Di Giandomenico**.

It was organised by the Ethicando Association, in collaboration with the Municipality of Milan and the ARD&NT Institute (Brera Academy of Fine Arts and Milan Polytechnic University), with talks by **Robert Allegrini** (President of NIAF - National Italian American Foundation - of Washington, D.C. - USA), **John David Mooney** (American artist), **Filippo Barberis** (Councillor of the Municipality of Milan), **Roberto Favaro** (musicologist and former deputy director of the Brera Academy), **Domenico Nicolamarino** (lecturer at the Brera Academy of Fine Arts in Milan), **Riccardo Maria Braglia** (art critic), **Massimiliano Marafon Pecoraro** (art historian), **Marzio Dallagiovanna** (Vice-President and Treasurer of the Executive Committee of the Permanent Secretariat of the World Summit of Nobel Peace Laureates), **Annaluce Licheri** (President of the Associazione Italia In Testa), **Franco Scepi** (Head of Art and Culture at the Gorbachev Foundation), **Matteo Bensi** (musician), **Attilio Rubba** (musician), as well as various personalities from the world of arts and culture. Palazzo Marino, Milan, 6 April 2022, (**Art Director, Lecturer**)

Conference SUSTAINABLE ART – ARTE SOSTENIBILE, with *lectio magistralis* by **John David Mooney**, curated by **Marco Eugenio Di Giandomenico** and **Domenico Nicolamarino**, organised as part of the didactic activity of the Brera Academy of Fine Arts in Milan, Sala Napoleonica, Brera Academy of Fine Arts, Milan, 8 April 2022, (**Art Director, Lecturer**)

Conference SUSTAINABILITY OF CONTEMPORARY ART - SOSTENIBILITA' DELL'ARTE CONTEMPORANEA, organised by Rotary International, Club Milano Nord Ovest, chaired by **Antonio Franchi**. **Lecture** by Marco Eugenio Di Giandomenico, Hotel NH Collection Milano President, Milan, 28 April 2022, (**Lecturer**)

Inauguration of the Street Art Work WATER CELLS by the Tuscan artist **Walter Puppò**, created on the external entrance shutter of the Milanese store of Jaquar World, Viale Vittorio Veneto no. 6. The initiative, which enjoyed the artistic curatorship of **Marco Eugenio Di Giandomenico**, was organised by Jaquar World of Milan and Ethicando Association of Milan, Jaquar World, Milan, 27 April 2022, (**Art Director, Lecturer**)

Award ceremony for the A CO2RTO DI GIOVANI Film Competition, promoted by Betting On Italy (BOI), organised by Associazione Italia in Testa, chaired by **Annaluce Licheri**, and SIEDAS (Società Italiana Esperti di Diritto delle Arti e dello Spettacolo), chaired by **Fabio Dell'Aversana**. **Marco Eugenio Di Giandomenico** was the president of the jury composed of **Alida Cappellini**, **Steve Della Casa**, **Barbara Di Girolamo**, **Giovanni Licheri**, **Maria Lodovica Marini**, **Pierpaolo Piciarelli**, **Carlo Poggioli** and **Ermanno Ribaudò**. Casa del Cinema, Rome, 13 June 2022, (**Jury President, Lecturer**)

CHROMOLOVER solo exhibition of the artist **Arvedo Arvedi**, with the artistic curatorship of **Marco Eugenio Di Giandomenico**. Hotel Accademia, Verona, June 2022, (**Art Director, Lecturer**)

Solo exhibition MISSED TRUTH by artist **Paola Giordano**, with the artistic curatorship of **Marco Eugenio Di Giandomenico**, organised by Ethicando Association, promoted by Betting On Italy (BOI) with the participation of actress **Antonella Salvucci**. Palazzo Ferrajoli, Rome, 14-21 June 2022, (**Art Director, Lecturer**)

International conference GLI STATI GENERALI MONDO DEL LAVORO DELLA CULTURA - THE GENERAL STATES OF THE WORKING WORLD OF CULTURE, with the participation of **Marco Eugenio Di Giandomenico** economist and theorist of the sustainability of art and culture, **Nello Petrucci** artist and director, **Tina Sgrò** artist, **Enrico Manera** artist, **Damiana Leoni** curator and Art Basel Vip Representative Italia, **Francesco Paolo Del Re** curator and co-founder Casa Vuota, **Max Papeschi** artist. The panel was moderated by **Cesare Biasini Selvaggi** editorial director Exhibart. Palazzo Bonaparte, Rome, 23 June 2022, (**Lecturer**)

Solo exhibition YELLOW DREAMS. SUSTAINABLE CHROMATIC CONVERGENCES - CONVERGENZE CROMATICHE SOSTENIBILI by the artist **Caterina Romano**, curated by the art critic **Marco Eugenio Di Giandomenico**, organised by **Antonella Stifani** and the Travel and Learn Association of Lecce, promoted by Betting On Italy (BOI), sponsored by the Municipality of Gallipoli, the Apulia Region, the Province of Lecce, the Archaeological Museum 'Sigismondo Castromediano' of Lecce, Confindustria of Lecce, Ethicando Association of Milan. Council Headquarters of the Municipality of Gallipoli, 6-23 July 2022, **(Art Director, Lecturer)**

Presentation of the book KALA: ESSAYS ON CONTEMPORARY DESIGN AESTHETICS by writer **Sunita Kohli**, Jaquar World, with the participation of the Consul General of India in Milan **T. Ajungla Jamir**. Milan, 8 October 2022

Artistic curatorship of the action painting by artist Giusy D'Arrigo, in the context of the 7th SIEDAS National Assembly, Palazzo Fatta, Palermo, 15 October 2022, **(Art Director, Lecturer)**

Exhibition as part of the event (workshop/open lecture/concert) PHANTA REI of works by the artist **Milan Goldschmiedt**, with the artistic curatorship of **Marco Eugenio Di Giandomenico**. The initiative, organised in collaboration with Ethicando Association, took place as part of the History of Music and Musical Theatre Course of the Brera Academy of Fine Arts in Milan and the SOUNDART Master Course of the ARD&NT Institute (Brera Academy of Fine Arts and Milan Polytechnic University), directed by **Roberto Favaro**. The musical moment was curated by violinist **Yulia Berinskaya**. The event, which was part of the SUONO E ARTE (SOUND AND ART) review at the Brera Academy, was also organised in collaboration with the association Gli Amici di Musica/Realtà, and was promoted by the international communication platform Betting On Italy (BOI). Former Church of San Carpofo, Brera Academy of Fine Arts, Milan, 27 October 2022, **(Art Director, Lecturer)**

Collective Exhibition of Contemporary Art LIBERI DALLE BARRIERE – FREE FROM BARRIERS, with the artistic curatorship of **Marco Eugenio Di Giandomenico** and the organisational curatorship of **Giovanna Reossi**, with presentation press conference, moderated by SKY TV journalist **Valentina Clemente**, at Palazzo Reale in Milan on 15 November 2022. Inauguration of the exhibition at Spazio BIG Santa Marta in Milan on 24 November 2022 with an exhibition of N. 25 works of art donated by 23 artists: **Mauro Balletti, Crissi Campanale, Manuela Carrano, Silvia Ciaccio, Flavio Di Renzo, Chiara Dynys, Ottavio Fabbri, Piero Figura, Francesco Fornasieri, Letizia Fornasieri, Marco Lodola, Milo Lombardo, Marco Marezza, Giorgio Piccaia, Giorgio Restelli (Giores), Gigi Rigamonti, Riccardo Romani, Marcos Domingo Sánchez, Francesco Santosuosso, Davide Scutece, Riccardo Stellini, Carla Tolomeo, Tsuchida Yasuhiko**. The exhibition was organised by the Orange Table Study Centre and F&C Studio Legale Tributario, in collaboration with 1 Caffè Onlus and the WeGlad platform, with the support of other public and private entities. The event was promoted by Betting On Italy (BOI). The event testimonial was Paralympic champion **Alberto Amodeo**. Presentation of the monograph LIBERI DALLE BARRIERE (FREE FROM BARRIERS), edited by art critic **Marco Eugenio Di Giandomenico**, published by Ethicando Editore (2022), with editorial contributions also by **Lamberto Bertolé** (Councillor for Welfare and Health of the Municipality of Milan), **Tommaso Sacchi** (Councillor for Culture of the Municipality of Milan), **Giovanna Reossi, Stelio Campanale, Francesco Fabbiani**. The event was sponsored by the City of Milan. Palazzo Reale, Milan, 15 November 1965; Spazio BIG Santa Marta, Milan, 24 November - 3 December 2022, **(Art Director, Lecturer)**

Conference SUSTAINABLE EXHIBIT. VIAGGIO NELLA PROFESSIONE - JOURNEY INTO THE PROFESSION, a dialogue with **Giovanni Licheri** and **Alida Cappellini**, curated by **Marco Eugenio Di Giandomenico** and **Domenico Nicolamarino**. The initiative was organised in collaboration with A.S.C. (Associazione Italiana Scenografi, Costumisti e Arredatori) and the magazine Scenografia&Costume, and was promoted by the international communication platform Betting On Italy (BOI), and held as part of the teaching activities of the Brera Academy of Fine Arts. Sala Napoleonica, Brera Academy of Fine Arts, Milan, 16 November 2022, **(Art Director, Lecturer)**

Presentation of the book IL DISEGNO DEL DESTINO – THE DESIGN OF FATE by writer **Silvia Saporito**, edited by **Marco Eugenio Di Giandomenico** and **Daniela Azzola Farinotti**. Circolo Alessandro Volta, Milan, 27 November 2022, **(Lecturer)**

Presentation of the artwork FROM DARKNESS TO LIGHT - DAL BUIO ALLA LUCE by artist **Franco Scepi**, organised by the Alberoni College - Opera Pia Alberoni of Piacenza in collaboration with the Gorbachev Foundation of Piacenza and the Permanent Secretariat of the Nobel Peace Laureates. Alberoni Gallery, Piacenza, 1 December 2022, (**Art Director, Lecturer**)

On the occasion of the 32nd<sup>ma</sup> edition of the NOIR IN FESTIVAL, **Pietro Finelli**'s artwork entitled CORA, CINEMA V (mixed media on paper, 184 x 302 cm, 2022) was on display at the Cineteca Milano Arlecchino. It was possible to view the artwork in the foyer in front of the hall from 3 to 10 December 2022. The presentation of CORA, CINEMA V, artistically curated by **Marco Eugenio Di Giandomenico**, was promoted by Betting On Italy (BOI). Cineteca Arlecchino, Milan, 4 December 2022, (**Art Director, Lecturer**)

### 2023

Conference/Lecture as part of the didactic activities of the Brera Academy of Fine Arts in Milan entitled SUSTAINABLE MOVIE, with the artistic and scientific curatorship of art critic **Marco Eugenio Di Giandomenico** and set designer **Domenico Nicolamarino**, organised in collaboration with Ethicando Association, Betting On Italy (BOI), A.S.C. (Italian Association of Set Designers, Costume Designers and Furnishers), and Scenografia&Costume Magazine. The initiative involved **Roberto Marti** (President of the 7th Permanent Commission, Culture and Cultural Heritage, Public Education, of the Senate of the Republic), **Giulia Puglia** (Cultural Manager, Cultural Councillor of the Municipality of Nardò), **Alberto Barbera** (Artistic Director Mostra Internazionale d'Arte Cinematografica di Venezia), **Anthony LaMolinara** (Film Director, Oscar winner for Best Special Effects), **Giovanni Licheri** and **Alida Cappellini** (Set and Costume Designers), **Luciano Barbetta** (entrepreneur). Sala Napoleonica of the Brera Academy of Fine Arts, Milan, 24 January 2023, (**Art Director, Lecturer**)

Solo exhibition of artist **Paco Palmariggi** entitled PACO PALMARIGGI MEETS OTIUM BEAUTY CENTER, as part of the ART&WELLNESS cultural format, with the artistic and scientific curatorship of art critic **Marco Eugenio Di Giandomenico**, organised by Ethicando Association and promoted by the international communication platform Betting On Italy (BOI). Centro Estetico Otium di Silvia Simeoni, Milan, 2 February 2023, (**Art Director, Lecturer**)

Presentation of the book entitled *BEYOND THE CLOUDS. ON THE WINGS OF MY ANGEL* (AL DI LA' DELLE NUVOLE. SULLE ALI DEL MIO ANGELO) by **Giusy D'Arrigo** (Rome, Armando CurciiovPublishing, 2022), edited by **Marco Eugenio Di Giandomenico** and **Daniela Azzola**. Circolo Alessandro Volta, Milan, 26 February 2023, (**Lecturer, Chairman**)

Solo exhibition of artist **Paco Palmariggi** entitled ROUND OUT (01.03 - 30.04.2023), curated by art critic Marco Eugenio Di Giandomenico, organised by Ethicando Association of Milan ([www.ethicando.it](http://www.ethicando.it)), in collaboration with Intomilan ApARThotel - **Paola Bonomi** (<https://intomilan.it>). Among the speakers on the opening night: **Lorenzo Pacini**, Councillor Municipality 1, Municipality of Milan. Intomilan ApARThotel, Milan, 1 March 2023, (**Art Director, Lecturer**)

Online conference *The art market explores new technological horizons* (Il mercato dell'arte esplora nuovi orizzonti tecnologici), organised by Associazione Italiana Giovani Avvocati – Italian Association of Young Lawyers (AIGA), Como section, 27 April 2023, (**Lecturer**)

Solo exhibition of the artist **Antonietta Viganone** entitled ENGRAVING/PAINTING/SCULPTURE A/R (14.06 - 31.07.2023), curated by the art critic **Marco Eugenio Di Giandomenico**, organised by the Fondazione Antonietta Viganone ETS in collaboration with F&C Studio Legale Tributario and Ethicando Association of Milan, and with the media support of the international communication platform Betting On Italy (BOI). Green Terrace by F&C Studio Legale Tributario, Milan, 14 June 2023, (**Art Director, Lecturer**)

Conference *Tourism in Italy. Valuable assets and development leverage for the Nation* (Il turismo in Italia. Patrimonio valoriale e leva di sviluppo per la Nazione), organised by ODCEC and the Milan Bar Association, coordinated by **Marcella Caradonna** and **Antonino La Lumia**, Unione Commercianti (Trader's Union), Milan, 19 June 2023, (**Lecturer**)



On the occasion of the 80th Venice International Film Festival, a Conference/Discussion entitled SustMOVIE, curated by contemporary art critic **Marco Eugenio Di Giandomenico**, organised by the Ethicando Association of Milan and the international communication platform Betting On Italy (BOI), in collaboration with the Fondazione Ente dello Spettacolo and the magazine Cinematografo. The initiative enjoyed the patronage of the California Surf Museum in Oceanside (CA - USA), several local public organisms (Municipality of Nardò, Municipality of Gallipoli, Province of Lecce), as well as the media support of the magazines E-cinema, Beesness, Arti e Spettacolo and Italy2California. It is also part of a series of scientific conferences with various dates in Italy and abroad (Brera Academy of Fine Arts in Milan, Senate of the Italian Republic, Italian Chamber of Deputies, State University of Milan, Comillas Universidad Pontificia). The initiative benefited from the relational contributions of **Francis Worth** and **Antonella Stifani**.

Participants in the Discussion included: Sen. **Roberto Marti**, President of the 7th Permanent Commission of the Senate of the Republic (Culture and cultural heritage, public education, scientific research, entertainment and sport), **Davide Milani**, President of the Fondazione Ente dello Spettacolo of Rome; **Luciano Pettoello Mantovani**, Secretary General of the Indian Chamber of Commerce for Italy in Milan; **Cristina Bolla**, President of the Genoa Liguria Film Commission; **Giulia Puglia**, Councillor for Culture of the Municipality of Nardò (LE); **Severino Ricci**, delegate of the California Surf Museum of Oceanside (CA - USA); **Stefano Minerva**, President of the Province of Lecce, Mayor of the Municipality of Gallipoli (LE); **Antonio Piteo**, Deputy Mayor of the Municipality of Gallipoli (LE); **Domenico Nicolamarino**, set designer, architect, professor at the Academy of Fine Arts of Brera in Milan; **Carlo Poggioli**, President of A. S.C. (Italian Association of Set Designers Costume Designers); **Giovanni Licheri**, set designer; **Alida Cappellini**, set designer and actress; **Fabio Dell'Aversana**, president of SIEDAS; **Annaluce Licheri**, professor of Legislation and Economics of the Arts and Entertainment at the Academy of Fine Arts in Turin; **Luciano Barbeta**, entrepreneur; **Pietro Gabrielli**, entrepreneur; **Fernando Nazaro**, vice president Tourism Section Confindustria Lecce; **Alessandro Galipoli Di Giandomenico**, cultural anthropologist and massmediologist; **Christian Gaston Illan**, Beesness Magazine; **Giovanni De Santis**, E-cinema.

Sala Tropicana 1 (Spazio Cinematografo) of the Hotel Excelsior, Venice, 31 August 2023, **(Scientific and Art Director, Lecturer)**

Event/Conference 1963/2023 - THE 60 YEARS OF THE KOLOSSAL CLEOPATRA, organised by Marina Castelnuovo, actress and performer of Hollywood diva **Elizabeth Taylor**, Villa Liz, Varese, 17 September 2023, **(Lecturer)**

*Conference THE CRYPTO-ACTIVITIES. The changes introduced by the European MiCA (Market in Crypto Assets) regulation. (LE CRIPTO-ATTIVITÀ. Le novità introdotte dalla regolamentazione europea MiCA (Market in Crypto Assets)), organised by ODCEC of Milan (Finance and Management Control Commission), ODCEC of Milan, Milan, 16 November 2023, (Lecturer)*

Discussion & Exhibits: SUSTAINABLE ART, with two lectures on the sustainability of art (29.11.2023 and 04.12.2023) and the exhibitions of works of art by **Tiziano Calcari** (29.11.2023-01.12.2023) and **Caterina Romano** (04.12.2023-06.12.2023) at the Museo del Risorgimento in Milan, with the artistic and scientific curatorship of **Marco Eugenio Di Giandomenico**.

The event, organised by Ethicando Association of Milan with the media support of Betting On Italy (BOI) and Estro Digitale, was sponsored by the Indian Chamber of Commerce for Italy, the Antonietta Viganone ETS Foundation and the California Surf Museum in Oceanside (CA- USA). Silvana Editoriale, Rivista di Arte e Diritto (Journal of Art and Law) (Giuffrè Francis Lefebvre), and Beesness Magazine contributed to the dissemination of the initiative.

Among the speakers were: **Tommaso Sacchi** (Councillor for Culture of the Municipality of Milan), **Filippo Barberis** (Councillor of the Municipality of Milan), **Mauro Bertelli** (Mayor of the Municipality of Irma - BS), **Severino Ricci** (delegate California Surf Museum, Oceanside CA-USA), **Francesco Fabbiani** (President Fondazione Antonietta Viganone), **Alessandro Coscia** (events and exhibitions manager Pinacoteca di Brera), **Cecilia Giannini** (Head of International Projects of the Indian Chamber of Commerce for Italy - ICCI), **Federico Boni** (Full Professor of Sociology of Cultural and Communicative Processes at the State University of Milan), **Roberto Rosso** (Full Professor of Photography at the Brera Academy of Fine Arts in Milan), **Laura Castelli** (Associate Professor of Private Law at the State University of Milan; director of the magazine Arte e Diritto), **Maria Letizia Giorgetti** (associate professor of Applied Economics, State University of Milan), **Mariolina Graziosi** (psychoanalyst), **Paolo Calcari** (contemporary art curator), **Christian Gaston Illan** (Beesness Magazine), **Martina Corgnati** (full professor of History of Art at the Brera Academy of Fine Arts in Milan), **Isabella Catapano Botero** (general director of the L'Albero della Vita Foundation), **Barbara Caiulo** (midwife). Museo del Risorgimento, Sala Conferenze and Sala Vetri, Milan, 29 November - 6 December 2023, **(Scientific and Art Director, Lecturer)**

Event: *Antonietta Viganone Foundation*. A Milanese project for the sustainability of contemporary art, organised by the Antonietta Viganone ETS Foundation, under the patronage of the Municipality of Milan and the Universidad Pontificia Comillas of Madrid, and featuring a solo exhibition of sculptures by the artist **Antonietta Viganone**, with the artistic and scientific curatorship of **Marco Eugenio Di Giandomenico**, D&G Martini, Milan, 14 December 2023, **(Scientific and Art Director, Lecturer)**

Conference: *Eccellenza Made in Italy*, organised by the ADR Observatory, with the participation of various parliamentarians and government representatives, Sala Regina, Chamber of Deputies, Rome, 20 December 2023, **(Lecturer)**

#### 2024

Discussion & Exhibit: *SustART*, with an exhibition of artistic works by **Tiziano Calcari** and the presentation of the book *The artistic experience of Tiziano Calcari. Creativity and bereavement in sustainable art (L'esperienza artistica di Tiziano Calcari. Creatività e lutto nell'arte sostenibile)* - (Marco Eugenio Di Giandomenico, Milan, Silvana Editoriale, 2023), with the artistic and scientific curatorship of **Marco Eugenio Di Giandomenico**, with the institutional participation of Hon. **Lorenzo Cesa** (President of the Italian Italian Delegation to the NATO Parliamentary Assembly), Sen. **Roberto Marti** (President of the 7th Committee of the Senate of the Republic - Culture and Cultural Heritage, Public Education), Hon. **Saverio Congedo** (Leader of the FdI Group, Commission VI - Finance, Member of the Anti-Mafia Commission of the Chamber of Deputies), Hon. **Andrea Caroppo** (Member of the 9th Transport, Post and Telecommunications Commission of the Chamber of Deputies), Dr. **Giacomo Vigna** (Director of Division V 'Made in Italy and Creative Industries', Directorate General for Industrial Policy, Innovation and SMEs, Ministry of Enterprise and Made in Italy), with speeches by personalities from the world of culture and art, business sector, university and academia and creative industries, Palazzo Theodoli-Bianchelli, Sala Giacomo Matteotti, Chamber of Deputies, Rome, 16 February 2024, **(Scientific and Art Director, Lecturer)**

Solo exhibition *Metropolitan flowers* of the artist **Paola Giordano**, with the artistic curatorship of **Marco Eugenio Di Giandomenico**, Ethicando Gallery, Milan, 29.02 - 10.03.2024, **(Art Director)**

Conference *Creativity and Detachment in Sustainable Art (Creatività e Distacco nell'Arte Sostenibile)*, with the presentation of the book *The artistic experience of Tiziano Calcari. Creativity and bereavement in sustainable (L'esperienza artistica di Tiziano Calcari. Creatività e lutto nell'arte sostenibile)* - Marco Eugenio Di Giandomenico, Milan, Silvana Editoriale, 2023, organised by Ethicando Association with the artistic and scientific curatorship of **Marco Eugenio Di Giandomenico**, Sala della Passione, Pinacoteca di Brera, Milan, 7 March 2024, **(Scientific and Art Director, Lecturer)**

Event: *A LIFE-LONG JOURNEY INTO BEAUTY. The art of Guido De Angelis between music, cinema, writing and more (UN VIAGGIO NELLA BELLEZZA LUNGO UNA VITA. L'arte di Guido De Angelis tra musica, cinema, scrittura e tanto altro)*, under the artistic and scientific direction of **Marco Eugenio Di Giandomenico**, with the presentation of the book **THE DREAMER. Me, the Oliver Onions and a whole lifetime (IL SOGNATORE. Io, gli Oliver Onions e tutta una vita)** - **Guido De Angelis**, Milan, Mondadori Publishing 2023, organised by ETHICANDO Association of Milan ([www.ethicando.it](http://www.ethicando.it)) and the Municipality of Nardò (LE), Municipal Theatre of Nardò (LE), 16 March 2024, **(Art Director, Lecturer)**

Conference, Exhibit & Book Launch: *Milan/California bridging*, with the presentation of the book *The Ocean Within. Journey of the soul and life (L'oceano dentro. Viaggio dell'anima e della vita)* - **Marco Eugenio Di Giandomenico - Severino Ricci**, Milan, Ethicando Publishing, 2024 and with the exhibition of the nomadic artwork by the artist **RAUL** (100x100 cm, acrylic and enamel on canvas, 2023), under the artistic and scientific direction of **Marco Eugenio Di Giandomenico**, CAM Garibaldi, Milan, 24 March 2024, **(Art Director, Lecturer)**

Solo exhibition *Raul v/s Basquiat* by the artist **Raul**, with the artistic curatorship of **Marco Eugenio Di Giandomenico**, Ethicando Gallery, Milan, 10.04 - 31.05.2024, **(Art Director)**

Presentation of the book *Marina Castelnuovo. From Railway tenements to the White House* (Marina Castelnuovo. Dalla casa di ringhiera alla Casa Bianca), Sala Montanari, Varese, 18 April 2024, **(Lecturer)**

Forum & Exhibit *SUART 2024*, conceived and artistically directed by the art critic **Marco Eugenio Di Giandomenico** and academically by **José Luis Rey Pérez** (Professor of Philosophy of Law at the Catholic University Comillas of Madrid), organised by the Catholic University Comillas of Madrid in collaboration with the University of Milan (Department of Private Law and History of Law) and the University of Florence (Department of Legal Sciences), with the solo exhibition of the artist **Antonietta Viganone** (27.05.2024 - 10.06.2024), curated by **Marco Eugenio Di Giandomenico** and organised in collaboration with the Fondazione Antonietta Viganone in Milan, chaired by Francesco Fabbiani.

Speakers included: **Enrique Sanz Giménez-Rico, S. J** (Rector of the Catholic University Comillas of Madrid), **Abel Veiga Copo** (Dean of the Faculty of Law ICADE at the Catholic University Comillas of Madrid), **Rafael Mateu de Ros** (Partner of Ramón y Cajal Abogados of Madrid), **Juan Antonio Badillo Arias** (Professor of Mercantile Law at the University Alcalá de Henares), **Adolfo Autric** (lawyer), **Marco Eugenio Di Giandomenico** (art critic theorist of the sustainability of art), **José Luis Rey Pérez** (professor of philosophy of law at the Universidad Católica Comillas in Madrid), **Francesco Fabbiani** (President of the Fondazione Antonietta Viganone in Milan), **Domenica D'Elia** (board member of the Fondazione Antonietta Viganone in Milan), **Elisabetta Falck** (President of the Associazione 100 Amici del Libro in Milan), **Federico de Montalvo Jääskeläinen** (Professor of Constitutional Law at the Catholic University Comillas in Madrid), **Albina Candian** (Professor of Comparative Private Law at UNIMI), **Laura Castelli** (Associate Professor of Private Law at UNIMI), **Victor Luis de Nicolás de Nicolás** (Professor of Economics of Innovation at the Catholic University Comillas in Madrid), **Maria Letizia Giorgetti** (professor of industrial economics at UNIMI), **Andrea Caloni** (research fellow in private law at UNIMI), **Federica Gattillo** (PhD student in comparative private law at UNIM), **Christian Gaston Illan** (Beesness Magazine), **Ivan Giordano** (Vice President of the ADR Observatory), **Ana de la Cueva Fernández** (President of the Spanish National Heritage), Universidad Pontificia Comillas, Madrid, 27 May 2024, **(Art Director, Lecturer)**

*Euro Med Festival 2024, IX Edition of the Tonino Accolla Award*, presentation of the *Film Promotion Award* dedicated to **Adriano Pintaldi**, under the artistic direction of **Stefania Altavilla**; *International Forum of Artificial Intelligence to break down the barriers of the hearing impaired and visually impaired in Cinema and Dubbing*, scientifically coordinated by **Santi Tomaselli**; organised by the ARCA Association of Syracuse and the Centre for International Economics Studies on European Funds. Participants included: Toronto Film School, West University (Vice Rector Prof. **Michele Vincenti**), Sen. **Tony Loffreda** (Vice President of the Canada/Italy Interparliamentary Group and President of the Canadian Parliamentary Network in the World Bank and International Monetary Fund). Syracuse and Noto, 29 June - 1 July 2024, **(President of the Critical and Press Jury of the Tonino Accolla Prize 2024; Lecturer)**

## VII

### MAIN APPEARANCES AND TELEVISION AND FILM FEATURINGS

(Non-exhaustive list)

- ✚ SINERGICA broadcasts, **TEEN GREEN JOURNAL**, **RAINEWS**, subject: Environment and Energy, 2011
- ✚ News broadcast, **RAINEWS**, subject: Investments Academy, July 2011
- ✚ News broadcast, **RAINEWS**, subject: Fiuggi Family Festival, July 2011 (<https://www.youtube.com/watch?v=p7TwxsqTKTE>)
- ✚ News broadcast, **RAINEWS**, subject: Tribute to Elizabeth Taylor - Venice Film Festival 2011, September 2011
- ✚ Film Io & Liz by Renato Pugina, **RSI SWISS TELEVISION**, 2011
- ✚ News broadcast, **RAINEWS**, subject: Bergamo towards the EXPO (BvE), May 2012 (<https://www.youtube.com/watch?v=fFL3aNZsKhc>)
- ✚ News interview, **ANTENNA 2 TV**, subject: Bergamo towards the EXPO (BvE), June 2012 ([https://www.youtube.com/watch?v=\\_L3J1CoiDQo](https://www.youtube.com/watch?v=_L3J1CoiDQo))
- ✚ News broadcast, **RAINEWS**, subject: Bergamo towards the EXPO (BvE), July 2012 (<https://www.youtube.com/watch?v=o7feWYhf7f8>)
- ✚ News broadcast, **RAINEWS**, subject: Bergamo towards the EXPO (BvE), July 2012 (<https://www.youtube.com/watch?v=Jw8-GxveeAk>)
- ✚ News broadcast, **RAINEWS**, subject: Bergamo towards the EXPO (BvE), July 2012 (<https://www.youtube.com/watch?v=2NFeaHqpLmg>)
- ✚ **LINEA VERDE** broadcast, **RAI UNO**, subject: Bergamo towards the EXPO (BvE), 22 July 2012 (<https://www.youtube.com/watch?v=DUVNcoICCGU>)
- ✚ TV Transmission **HERITAGE**, **RAI UNO**, subject: Venice, August 8, 2012 (<https://www.youtube.com/watch?v=4azGhm436zw>)
- ✚ TV Transmission **HERITAGE**, **RAI UNO**, subject: Campi Flegrei, August 15, 2012 ([http://www.beniculturali.it/mibac/export/MiBAC/sito-MiBAC/Contenuti/Sorgenti-esterne/VideoEmail/visualizza\\_asset.html\\_1978952493.html](http://www.beniculturali.it/mibac/export/MiBAC/sito-MiBAC/Contenuti/Sorgenti-esterne/VideoEmail/visualizza_asset.html_1978952493.html))
- ✚ TV Transmission **HERITAGE**, **RAI UNO**, subject: Etruria, August 22, 2012 ([http://www.beniculturali.it/mibac/export/MiBAC/sito-MiBAC/Contenuti/MibacUnif/Comunicati/visualizza\\_asset.html\\_400418941.html](http://www.beniculturali.it/mibac/export/MiBAC/sito-MiBAC/Contenuti/MibacUnif/Comunicati/visualizza_asset.html_400418941.html))
- ✚ **HERITAGE** broadcast, **RAI UNO**, subject: Bergamo and Orio Al Serio, 28 August 2012 (<https://www.youtube.com/watch?v=tYotTjTkuhQ>)
- ✚ TV interview, **NEWSFOOD**, subject: Leonardo at the Table event, July 2014 (<https://www.youtube.com/watch?v=7WJ6bHZqa3E>)
- ✚ Film **FOUR GIANTS IN MILAN** by Pino Farinotti, **DNA DISTRIBUTION**, subject: Leonardo da Vinci, 2014 (<http://www.mymovies.it/film/2014/fourgiantsinmilan>)

- ✚ Film GIANTS IN MILAN - Volume II by Pino Farinotti, **DNA DISTRIBUTION**, subject: Gio Ponti and Alessandro Manzoni, 2015 (<http://www.mymovies.it/film/2015/giantsinmilanvolii/>)
- ✚ Film GIANTS IN MILAN - Volume III by Pino Farinotti, **DNA DISTRIBUTION**, subject: the Duomo and the Scala, 2015 (<http://www.mymovies.it/film/2015/giantsinmilanvoliiiilduomoelascala>)
- ✚ Film GIANTS IN MILAN - Volume IV and V by Pino Farinotti, **DNA DISTRIBUTION**, subject: Contemporary Art, 2015 (<http://www.mymovies.it/film/2015/giantsinmilanlartecomtemporanea>)
- ✚ Film GIANTS IN MILAN - Volume VI by Pino Farinotti, **DNA DISTRIBUTION**, subject: Fashion, 2015 (<http://www.mymovies.it/cinemanews/2015/121860>)
- ✚ Film GIANTS IN MILAN - Volume VII by Pino Farinotti, **DNA DISTRIBUTION**, subject: Castello Sforzesco, 2015 (<http://www.mymovies.it/dizionario/recensione.asp?id=87386>)
- ✚ Film GIANTS IN MILAN - Volume VIII by Pino Farinotti, **DNA DISTRIBUTION**, subject: The Piccolo Theatre in Milan, 2016 (<http://www.mymovies.it/film/2016/ilpiccolo/>)
- ✚ Film GIANTS IN MILAN - ARTE SOSTENIBILE (SUSTAINABLE ART), ETHICANDO Association, subject: sustainability of art and culture, 2016 ([http://www.ethicando.it/1/giants\\_in\\_milan\\_arte\\_sostenib\\_4407695.html](http://www.ethicando.it/1/giants_in_milan_arte_sostenib_4407695.html) )
- ✚ Film GIANTS IN MILAN - MILAN, THE CITY OF BOOKS (*LA CITTA' DEI LIBRI*), Volume IX by Pino Farinotti, **DNA DISTRIBUTION**, subject: Alessandro Manzoni, Cesare Beccaria, Carlo Porta, Stendhal, Hemingway, Alda Merini, 2018
- ✚ **ADNKRONOS TOPNEWS** broadcast on JOHN DAVID MOONEY, subject: John David Mooney: "The artist is a servant of men, he helps them find beauty"( *L'artista è un servitore degli uomini, li aiuta a trovare la bellezza*), 20 April 2022 ([https://www.adnkronos.com/john-david-mooney-lartista-e-un-servitore-degli-uomini-li-aiuta-a-trovare-la-bellezza\\_uWgNYVoubkTVOTeMQ3OKg](https://www.adnkronos.com/john-david-mooney-lartista-e-un-servitore-degli-uomini-li-aiuta-a-trovare-la-bellezza_uWgNYVoubkTVOTeMQ3OKg) )
- ✚ L'ITALIA CON VOI broadcast by **RAI ITALIA**, subject: A CORTO DI GIOVANI film competition, 14 June 2022 ([https://www.youtube.com/watch?v=s\\_qVvT1anzQ](https://www.youtube.com/watch?v=s_qVvT1anzQ) )
- ✚ **TGCOM24 MEDIASET**, subject: Exhibition FREE FROM BARRIERS (LIBERI DALLE BARRIERE), 25 November 2022 (<https://www.youtube.com/watch?v=HYBeYGKkXEo> )

## VIII

### **PROJECT MANAGEMENT INITIATIVES** (Description of Initiatives and Press Release excerpts)

#### (Non-Exhaustive Listing)

1999

- *4th Congress of Mechanical and Thermal Measurements*; previous congresses were held in Villasimius (CA) in 1993, Bressanone (BZ) in 1995 and Ancona in 1997; held at the Faculty of Engineering in L'Aquila; Chairman of the Scientific Committee: Prof. Francesco Angrilli.

2003

- International Cooperation Initiative between the Provincial Administration of Naples and the Government of Vietnam
- Conference-Concert *Improvisation. Materials and Techniques (L'improvvisazione. Materiali e Tecniche)*, presentation of The musical experience. For a phenomenology of sounds (*L'esperienza musicale. Per una fenomenologia dei suoni*) (I libri di Montag, edited by Luca Nostro, Manifestolibri, 2002); talks by: **Brunella Antomarini** (John Cabot University, responsible for the series I libri di Montag together with Massimiliano Biscuso and Guido **Traversa**), **Guido Traversa** (Lecturer in Bioethics at the University of "Roma Tre" and History of Contemporary Philosophy at the Pontifical University "Regina Apostolorum in Rome), **Luca Nostro (musician)**, editor of The Musical Experience - *L'esperienza musicale*), **Antonello Colimberti** (musician and musical anthropologist, member of the *WFAE - World Forum for Acoustic Ecology*) and of the SISSC (Società Italiana per lo Studio degli Stati di Coscienza - Italian Society for the Study of States of Consciousness), **Walter Tortoreto** (Lecturer in History of Music, University of L'Aquila), **Leonardo V. Distaso** (Lecturer in Aesthetics at the University of Bologna and the University of Rome 'La Sapienza'), **Ramberto Ciammarughi** (one of the most important Italian jazz pianists, as well as composer and author of theatre texts).
- Videoart event *ESORDI, Videoart: Rome - Marseille - London*, at Casa delle Letterature in Rome; the person in charge, **Maria Ida Gaeta**, offered her space to the works of very young video-artists, coming from different cities and trained through different experiences: ALMA - NATASHKA MOREAU - AUX\_STATIC; Alma and Aux\_Static are two ensembles, the former active in Rome and the latter in London, while Moreau is from Marseille; all of them were exhibiting for the first time and created a video-art work designed for this Roman occasion; Marco Lodoli and Christian Raimo were the writers who accompanied their works with a text of their own, published in the catalogue; the event represented the start, within the activities of Casa delle Letterature, of a reconnaissance of video-art and in particular of that conceived and produced by young people.

- *The 2003 Taiwan Investment Conference*; held by The Ministry of Economic Affairs; its objective is "Invest in Taiwan, deploy around the world," and its primary goals were to strengthen the attraction of investment so as to enhance Taiwan's competitiveness as well as to create jobs and advance cooperation in economics and trade; the conference organizers were the ministries and commissions that engage in the promotion of investment: the Ministry of Economic Affairs, Ministry of Interior, Ministry of Foreign Affairs, Ministry of Finance, Ministry of Transportation and Communications, Government Information Office, Council of Agriculture, Overseas Chinese Affairs Commission, National Science Council, Public Construction Commission, Council for Economic Planning and Development, Environmental Protection Administration, Department of Health, and Science and Technology Advisory Group; the co-organizers included the Chinese National Federation of Industries, General Chamber of Commerce of ROC, Chinese National Association of Industry and Commerce, Chinese International Economic Association, China Productivity Center, and Industrial Technology Research Institute; the conference activities, in principle, encompassed three major categories: seminars, including business matchmaking; visiting activities; and exhibitions.

2005

- International Conference *District Forum on the Scarcity of Water Resources (Forum Distrettuale sulla Scarsità delle Risorse Idriche)*, organised by District 2090 of ROTARY INTERNATIONAL, at the Council Chamber of the Municipality of Ascoli Piceno; speakers included: **Prof. Aniello Russo Spena** (Full Professor of Hydraulics at the Faculty of Engineering of L'Aquila); **Habib Sy** (Minister of Agriculture of Senegal).

2008

- Presentation Events of the *Rialto Project*; among the various thematic days:

- **Wednesday, 26 March 2008 in Forlì**, the live lifting of a building with structural characteristics similar to those of the lagoon: the event was a demonstrative intervention of the "Rialto Project" developed by the Soles and Mattioli companies among the local and point works for the safeguard of Venice; it took place in the presence of the Minister of the Environment **Alfonso Pecoraro Scanio**, the Mayor of Venice **Massimo Cacciari**, the patroness **Maria Grazia Cucinotta** and numerous institutional and academic authorities of the Venetian capital; chairman **Marco Eugenio Di Giandomenico**;

this was the first in a series of events aimed at raising awareness of a patented technology for lifting buildings using **hydraulic systems** and **Soles® foundation piles**, which Soles SpA of Forlì and Mattioli SpA of Padua developed for supplementary and synergic interventions to safeguard the city of Venice; the 'Rialto Project' in fact envisaged works that can be likened to city maintenance in view of the well-known phenomenon of high water;

- **On Monday 31 March 2008 in Forlì**, the Minister of Economic Development **Pierluigi Bersani** and the Spanish Guinness World Record holder **Alvaro De Marichalar** inaugurated a week of Thematic Days organised as part of the 'Rialto Project' Demonstration Intervention, the initiative aimed at raising awareness of building-lifting technology, which is particularly useful for safeguarding Venice;

"Financial, insurance and related scientific research topics applicable to the Rialto Project": this was the theme of the event, which began with institutional greetings from the Mayor of Forlì **Nadia Masini** and **Roberto Melosi**, Director of Public Buildings of the Municipality of Florence. More than **50 representatives of the Italian banking and financial world** were present in Forlì to see up close and in depth the fundamental characteristics of the technology patented by the Soles and Mattioli companies for lifting buildings using hydraulic systems and Soles® foundation piles;

testimonial of the day: **Alvaro De Marichalar**, the Spanish nobleman brother-in-law of the Infanta Elena and protagonist of famous jet-ski exploits, with which he entered the Guinness Book of Records several times; the modern-day knight promised that in conjunction with the first lifting in Venice, at the related presentation event, he would arrive in the lagoon on his jet-skis from Seville, after having circumnavigated the entire Mediterranean;

**Marco Eugenio Di Giandomenico**, President of the INCER INSTITUTE and Coordinator of the event's Technical-Scientific Committee, illustrated various **financing hypotheses for the** works connected with the execution of the Rialto Project; the central element was the **real estate "valorisation" that** achieved thanks to the raising of the buildings: in addition to the consolidation and renovation of the various buildings involved in the project, volumetries in the centre of the lagoon that were unusable or partially unusable due to the well-known phenomenon of high water were recovered in full; the increase in value of these surfaces constituted the start-up of interesting financial engineering mechanisms that through a mix of public-private interventions made the raising works cheap for private Venetian citizens;

**Marcello Galeotti** of the CISA - Inter-University Centre for Actuarial Science and Risk Management of the University of Florence spoke about the multiple strands of scientific research that opened up with the development of the Rialto Project; which shed light in particular on 'partnership arrangements for university research networking';

The calibration of the various financial options as well as the optimisation of all the necessary interventions (Banks, the Municipality of Venice, the Veneto Region, the European Investment Bank, etc.) was in fact the subject of a scientific research project conducted by the INCER Institute, the IUAV Venice, the Cà Foscari University of Venice and the Interuniversity Centre for Actuarial Science and and Risk Management (CISA) of Florence, which included no less than seven Italian Universities, Faculties of Economics (Florence, Rome 'La Sapienza', Sacred Heart Catholic University of Milan, Turin, Trieste, Sannio and Arcavacata).

2009

- Cultural Event *The world of movies behind the scenes. The world of cinema as seen through its protagonists (Il mondo del cinema visto attraverso i suoi protagonisti)*, *Cinema & Dintorni*, organised by the Circolo del Buon Governo di Como, at the Aula Magna del Collegio Gallio, with the extraordinary participation of the actor **Giancarlo Giannini**, COMO, 17 April 2009 .
- Cultural Event *Cinema and Literature. Un ponte tra cultura e immaginario (A bridge between culture and imagination)*, organised by the Cultural Department of the Municipality of Como and the Como International Film Festival (CIFF) at Villa Olmo on Lake Como, with the extraordinary participation of the director **Lina Wertmüller**, COMO, 12 June 2009.
- Conference Non-profit reform: current situation and possible future scenarios (*Riforma del Non Profit: situazione attuale e possibili scenari futuri*), organised by the ETHICANDO Association, the Order of Chartered Accountants and Accounting Experts (ODCEC) of Milan, the Order of Notaries of Milan, the Order of Lawyers of Milan, the event granted training credits for the purposes of continuous training to participating professionals, Aula Magna of the Court of Milan, MILAN, 27 November 2009 The **Third Sector Reform was the** topic of the interesting conference.

The conference, moderated by **Marco Eugenio Di Giandomenico** (Certified Chartered Accountant and CSR Expert), was attended by eminent academic and institutional speakers such as: **Domenico De Stefano** (President of the Notary District of Milan), **Nicola Mavellia** (Delegate Councillor of the Order of Chartered Accountants and Accounting Experts of Milan), **Paolo Giuggioli** (President of the Milan Bar Association), **Stefano Zamagni** (President of the Agency for ONLUS), **Corrado Colombo** (President of the Commission for Public Social Utility and Non-Profit Organisations), **Monica De Paoli** (Notary Public in Milan), **Giuseppe Frangi** (Director of Vita), **Giorgio Fiorentini** (Bocconi University of Milan), **Maria Nives Iannaccone** (Notary Public in Milan), **Adriano Propersi** (ODCEC of Milan Social Report Commission).

The conference was extremely well received in terms of the number of participants and the interest it aroused in them, which can also be seen by the numerous articles dedicated to it in the trade press.

Moreover, the conference was a harbinger of new ideas and food for thought, so much so that it became the cornerstone for a future conference, which the **Wylford Consortium** and the **Ethicando Association** spearheaded, in which the political parties involved in the Non-Profit reform process also participated and in which the guidelines for the genesis of a reform shared by all the actors involved was identified.



- *International Screenplay Award "family and Italian style" - Award Ceremony International Screenplay Competition - 1st Edition*, organised by the EFFE3 Association in the context of the events linked to the Fiuggi family festival, by the WYLFORD Consortium, at the Hotel Boscolo Exedra in Corso Matteotti in Milan, most of the members of the Italian film industry were present, MILAN, 27 November 2009

In the enchanting setting of the **Boscolo Exedra Hotel**, in the heart of **Milan**, the Awards Evening of the First Edition of the '**Family and Italian Style' International Screenplay Prize**, born in 2009 within the Fiuggi Family Festival, took place.

The Award ceremony was supported by a pool of companies, in the aura of the **Wylford Consortium**, as well as **Sicuritalia** and **Wind**, and promoted in collaboration with the **Perseus Foundation** and the **School of Media, Communication and Entertainment of the Catholic University of Milan**. The aim of the Prize was to identify and promote scripts that combine high plot quality, the potential to appeal to a very wide audience and closeness to the spirit of the Festival in sharing the values and centrality of the family.

Milan was chosen for the award ceremony of the first edition. Open to new cultural trends and new forms of communication, but at the same time capable of respecting the traditions of the past and not losing its roots, the city of Milan has a vocation for wide-ranging communication that has not yet been fully expressed, especially in the field of Cinema.

The Award Ceremony, masterfully conducted by Journalist and TV Presenter **Savina Confaloni**, assisted by **Marco Eugenio Di Giandomenico** (President of the Award and of the Wylford Consortium) and **Armando Fumagalli** (Director of the Master of Fiction and Television Production at the Catholic University 'Sacred Heart' of Milan) was attended by the most important personalities from the world of cinema and television such as **Luca Bernabei** (President Lux Vide), **Luciana Migliavacca** (Managing Director of Medusa Video), **Antonella Salvucci** (Film Actress and Presenter), **Bartolomeo Corsini** (Director of the Experimental Centre Of Cinematography in Roma), **Hon. Irene Pivetti** (former President of the Chamber of Deputies), **Adriano Pintaldi** (President of the Roma Film Festival), **Antonella Bevere Astrei** (President of the Fiuggi Family Festival).

Three prizes were awarded at the prize-giving ceremony: 'Pesto and Cous Cous', by **Chiara Rebutto**, **Elisa Rossini** and **Andrea Valagussa**, won the €20,000 first prize. The second prize of 8,000 euros, was awarded to the cartoon 'Oggi sposi' (Today we are getting married) by Francesco **Arlanch** and **Francesco Balletta**; while the third prize, of 5,000 euros, went to 'Il sirenetto' (the merman), a screenplay written by the team of authors from Studio Metaphora (**Francesco Arlanch**, **Laura and Luisa Cotta Ramosino**, **Mara Perbellini**, **Mario Ruggeri** and **Andrea Valagussa**). To the youngest of the authors of the eight finalist screenplays - **Paolo di Paolo**, co-author of the screenplay "Una mamma piccola e spettinata" (A small, dishevelled mother) - **Siae** awarded a special prize of €3,000.

The evening ended with a gala dinner in the wellness area and lounge bar of the **Boscolo Exedra Hotel**, a splendid example of contemporary architecture that has been awarded the title of 'Italy's most Hollywood hotel', which welcomed its guests in a fairy-tale and enchanting atmosphere.

2010

- *Large structures and infrastructures for urbanised areas while respecting the environment*, was the central theme of the **34th IABSE** (International Association for Bridge and Structural Engineering) Symposium, the international symposium that from Wednesday 22 to Friday 24 September brought together more than 700 structural engineers, architects, designers and contractors from all over the world at the **Venice Lido**.

It was a major scientific and international event now in its 34th edition, organised by the **Italian National IABSE Group**, in collaboration with the **IUAV University of Venice** and **Milan Polytechnic University** and with the support of the **Wylford Consortium of Milan**.

The programme of '**IABSE Venice 2010**' was structured in 3 days of study and debate in which the most current challenges facing Civil Engineering were addressed, analysing new conceptual approaches and cutting-edge technological applications in the construction industry.

They talked about the financing of major works, social responsibility and aesthetics of infrastructure, risks, and safety, with the opportunity to talk to the designers of large steel structures such as those being built in China, German railway bridges, earthquake-resistant towers in Japan or tunnels in Niagara.

The "Italian" contents of IABSE were also particularly topical: the opening "technical" report dedicated to the **Mose**, the defence system against high tide under construction at the three entrances to the Venetian lagoon; a session reserved for the **Bridge over the Strait of Messina**, with its wind-related problems. For the first time, the '**Rialto Project**' was presented at world level, with the technological solution of raising buildings, both against high water in Venice and for anti-seismic purposes, with an experiment underway in L'Aquila.

The Symposium's concluding Round Table was dedicated to recent major earthquakes (L'Aquila: April 2009; Haiti: January 2010; Chile: February 2010; China, Sichua: April 2010) and earthquake risk reduction. The individual experts, each with personal experience in the event and post-event interventions, illustrated what happened in each of the four earthquakes, what policies were adopted to deal with the emergency, the short to medium terms and what is planned for the long term.

"**IABSE Venice 2010**" was not only an opportunity for debate, as it included a Social Programme and 'Technical Visits' aimed at giving all delegates a closer look at some of the important structures in and around Venice: the **Mose** bulkheads, the '**Ponte della Costituzione**' (by Calatrava), the '**Ponte Strallato di Marghera**' and the glass roof of the '**Laguna Palace**'.

"Being chosen by IABSE to host the most important global event in the sector is a source of pride and satisfaction," comments **Prof. Carlo Urbano**, President of the **IABSE Italian National Group Association** and Professor of Construction Science at the Milan Polytechnic University. 'The event had been missing from our country for thirty years. The fact that it returned to Italy at this time is no coincidence but rewards the constant commitment to the modernisation process of the main engineering and architectural works implemented in our country'.

Venice is the ideal venue for an event such as IABSE," echoes **Prof. Enzo Siviero**, Chairman of the **IABSE Organising Committee** and Professor of Bridges at the IUAV-Faculty of Architecture in Venice. "The city boasts a centuries-old tradition of civil and hydraulic engineering; its history and current status as a university city testify to its character as a universal cradle of culture.

"The themes of sustainability and ethics of infrastructures were the common basis for discussion at the symposium," explained **Prof. Marco Eugenio Di Giandomenico**, President of the **Wylford Consortium** and Professor of Economics and Business Organisation at the Polytechnic University of Milan. "IABSE was a very important showcase for Italian scientific engineering and technological and architectural research".

- *Ethics and Society Award*, organised by the ETHICANDO Association, on the evening of 24 September 2010 at the Hotel Excelsior in Venice Lido. A glittering evening at the Hotel Excelsior in Venice Lido, with 50 special guests (personalities from the worlds of politics and culture), on Friday 24 September 2010, at the conclusion of the 34th World Symposium of the International Association for Bridge and Structural Engineering (IABSE) on the topic of "Large Structures and Infrastructures for Urbanised Areas with Respect for the Environment". The symposium was organised by the IABSE Italian National Group, in collaboration with the IUAV University of Venice and Milan Polytechnic University, and with the support of the Wylford Consortium of Milan. Among the sponsoring organisations of the Congress is ETHICANDO of Milan, chaired by **Marco Eugenio Di Giandomenico** (Professor of Economics and Business Organisation at the Polytechnic University of Milan), who is also President of the Wylford Consortium (organiser of the Congress), which awarded **Enzo Siviero**, Vice President of the National University Council (CUN) and referent of the Italian IABSE Organising Committee, the 'Ethics and Society' Award - 2010 Edition - with the following motivation:
 

"**Enzo Siviero**, known in the world of engineering, architecture and academia for his study, research, and design of bridges, is also distinguished by his activity as a 'social pontificator', creating positive links ('bridges') between institutions, companies and professionals, favouring not only the effective realisation of large infrastructure works, but also their 'sustainable' usability, especially from a socio-economic perspective.

Flanking **Marco Eugenio Di Giandomenico** was **Alba Parietti**, godmother of the event, in splendid form, who, in the beautiful setting of the Hotel Excelsior on the Venice Lido, masterfully conducted the awards ceremony, entertaining the guests with her friendliness and some hilarious anecdotes. Among the VIPs, Adriano Pintaldi, President of the Roma Film Festival, and member of the Lazio Region Cinema Commission, was also present. ETHICANDO aims to spread the culture of ethics in business relations through the production of studies and research activities, the design and organisation of seminars and congresses, the implementation of training activities, the publication of books and, above all, through the 'Ethics and Society' Award, which each year aims to recognise those who, in the course of their ordinary work activities, carry out initiatives or courses of action that have a positive impact on the community and therefore a high ethical-social content.

The Association intends to take an active part in contributing to social and economic development, the promotion of cultural, scientific, and technological growth, and the enhancement of ethical reporting systems by actively participating in networks dealing with business ethics and accountability.

"The IABSE Symposium was a long marathon," commented **Marco Eugenio Di Giandomenico**, "which was a great success on all fronts (scientific, organisational, media, etc.). The Congress found, with the evening of 24 September, its most fascinating and exciting moment: ETHICANDO was delighted to take the opportunity of such an event to award **Enzo Siviero**, who has made it possible to make important infrastructures (one among all, the Calatrava Bridge in Venice) accessible'.

- Cultural event *Making Cinema in Hollywood*. Organised by: International Screenplay Award Family and Italian Style (Premio Internazionale di Sceneggiatura Family and Italian Style - F&IS), ALMED (*School of Media, Communication & Entertainment*) of the Sacred Heart Catholic University of Milan and WYLFORD Consortium of Milan, Milan, 1 December 2010, at **TIPandCOFFEE**, Via Fernanda Wittgens n. 1 - MILAN.  
Big success **Wednesday 1 December** in **Milan**, at the restaurant-bar **TIPandCOFFEE**, in via Fernanda Wittgens n. 1, the **International Screenplay Award Family and Italian Style (F&IS)** (presided by **Marco Eugenio Di Giandomenico**), **ALMED** (*School of Media, Communication and Entertainment*) of the **Sacred Heart Catholic University of Milan** and the **WYLFORD Consortium of Milan** who organised the event **Fare Cinema a Hollywood (Making Cinema in Hollywood)**, with the extraordinary participation of Hollywood director **Randall Wallace**, who directed films such as *The Man in the Iron Mask* (1998), *We Were Soldiers* (2002), *Secretariat* (2010) (the latter recently released in US cinemas). **Randall Wallace** is also an important screenwriter: his *screenplays* include *Braveheart* (1995) (which earned an **Oscar** nomination for **Best Original Screenplay**), *Pearl Harbor* (2001) and the aforementioned *We Were Soldiers* (2002).  
The event represented a second appointment in Milan of the **Family and Italian Style** Award. The previous year (27 November 2009), in fact, the **F&IS**, in the splendid setting of the Hotel Boscolo Exedra in Corso Matteotti, awarded the first edition of the **International Screenplay Competition to the three winners of the Prize**: the first prize of 20,000 euros, was won by *Pesto and Cous Cous* by Chiara Rebutto, Elisa Rossini and Andrea Valagussa; the second prize, of 8.000 euros, was awarded to the cartoon *Oggi sposi – Married today* (same name as the *live-action* film just released in theatres), by Francesco Arlanch and Francesco Balletta, while the third prize of 5,000 euros went to *Il sirenetto – The Merman*, a screenplay written by six authors (Francesco Arlanch, Laura and Luisa Cotta Ramosino, Mara Perbellini, Mario Ruggeri and Andrea Valagussa) united together in a company called Studio Metaphora.  
The Jury of the 2009 edition, presided over by **Armando Fumagalli**, was composed of **Luca Bernabei**, Producer Lux vide, director **Alessandro D'Alatri**, **Caterina D'Amico**, Managing Director of Raicinema, **Vito Sinopoli**, President of Duesse editorial, **Mario Spedaletti**, General Manager of Medusa, **Paul Zonderland**, Vice-President of Disney Cinema Italia.

2011

- *Ethics & Society Award - 2011 Edition*, an event organised by the **ETHICANDO Association** in collaboration with the **WYLFORD Consortium of Milan**, in **Milan**, on **Wednesday 2 February 2011** at the **Galleria d'Arte Sacra dei Contemporanei, Villa Clerici, via Terruggia n. 14**, started at **7 pm**.  
The Board of Directors of Ente **Ethicando**, chaired by **Marco Eugenio Di Giandomenico**, resolved to award **His Eminence Cardinal Bernard Agré with the "Ethics and Society" Award - 2011 Edition** - with the following motivation:  
*"His Eminence Cardinal Bernard Agré, created and appointed Cardinal by John Paul II in the Consistory of 21 February 2001, of the Title of St. John Chrysostom at Monte Sacro Alto, has always professed a relevant commitment in the Catholic apostolate, in the diffusion of Christian culture and in the valorisation of the human person without any ethnic, political and religious distinction in a complex and problematic geopolitical Region such as the Ivory Coast in particular and Africa in general. He himself became a 'bridge' for multiple humanitarian and cultural initiatives, linking people, situations, events, ideas, always with a view to a sincere and unconditional 'love' for the human being and his works, the latter as 'occasions' for his spiritual elevation, paying the greatest attention to the most fragile and disadvantaged people'.*
- *L'Etica del Servizio come Approccio Vincente all'Attività Lavorativa (The Ethics of Service as a Winning Approach to Work)*, an event organised by the **ETHICANDO Association** in collaboration with the **WYLFORD Consortium of Milan**, at the **Sala Convegni del Gruppo Intesa Sanpaolo, piazza Belgioioso n. 1** in **Milan**, on **23 March 2011**.  
This was the first of four events planned for **2011**, organised by the **Ethicando Association** and the **Wylford Consortium of Milan**, coordinated by **Marco Eugenio Di Giandomenico** (President of the **Ethicando Association**). Participation to the event was open to professionals, students, and citizens (subject to prior booking and subject to availability of places), and addressed interdisciplinary topics of Economics and Ethics, with a *focus* on good practices of business conduct and *management*, in light of the principles and postulates of *Corporate Social Responsibility (CSR)*.

Prominent professionals, entrepreneurs, intellectuals, and institutional representatives discussed a much debated and highly topical issue: what should be the approach to work by any economic actor (professional, entrepreneur, employee, etc.)? The objective was to disseminate a culture of 'service' rather than personal 'success': only through a purer attitude, only through a rediscovered awareness of the real subjective and objective leitmotif of work activity (a leitmotif rooted in the very origins and essence of the human being) can we hope to rebalance a socio-economic system that has lost its points of reference and risks imploding because of personalisms and petty individual returns, which are necessarily conflicting (especially in macro terms).

The event started at **2.00 p.m.** with the introductory speech by **Marco Eugenio Di Giandomenico** (President of the **Ethicando Association** and Lecturer at the **Polytechnic University of Milan**), and continued until **4.15 p.m.** with excellent reports by: **Giovanni Gilli** (Head of Special Projects Area - Intesa Sanpaolo Bank), **Domenico Piccolo** (Managing Director CNDCEC - Rome), **Valdo Spini** (President Commission on Institutional Affairs - Municipality of Florence), **Roberto Nardella** (President of CONFIMEA), **Marcella Caradonna** (Component Commission for Arbitration and Conciliation CNDCEC - Rome), **Dario Chiesa** (Head of International Relations *ilsussidiario.net*), **Maria Nives Iannaccone** (Councillor of the Notary Council of Milan), **Alessandro Zaccuri** (Writer and Journalist).

At **4.15 p.m.** **Federico Gordini** (President Milano Food Week) spoke about a very interesting *case history*: that of the **Milano Food Week Association**, which has a large following of young people and can be considered an example of economic initiatives that prioritise the ethics of service and which, in lines with recent times, have an international *imprinting* and global communication.

Finally, starting at **4:30pm there was a Round Table**, moderated by **Giovanni Gazzaneo** (Journalist AVVENIRE), with interesting scheduled speeches: **Sandro Botticelli** (Chartered Accountant in Milan), **Ciro Gentile** (President Gens Italia), **Michele Stabile** (Insurance Sector Manager), **Roberto Zambiasi** (Chartered Accountant in Milan), **Alessandro Siragusa** (Vice President WYLFORD Consortium), **Lino Orrico** (Lawyer in Milan), **Giancarlo Incerrano** (Business Lawyer), **Maria Moreni** (President of Physeon Association), **Daniele Piccolo** (Business Consultant), **Maria Maimone** (President of the Association Progetto di Vita - Io Donna), **Jorg Christian Manetti** (President Investments Academy), **Eugenio Leoni** (Vice President Lombardy, National Association of Labour Consultants), **Federico Menetto** (Food Manager).

"In short, the event can count on a heterogeneous and high-level parterre of personalities," commented **Marco Eugenio Di Giandomenico**, coordinator of the conference. "Only through communication initiatives such as this one carried out by **Ethicando** can we hope to re-establish a climate of trust in the business and professional world. We must all rediscover within ourselves the meaning of work, which can only be aimed at the human and spiritual edification of the person, as well as the wellbeing of the community (the latter as the only way to achieve personal wellbeing as well)".

- **Urban Crisis. A Citizens' Solidarity Fund to Defeat Poverty. Socio-Economic Aspects of the Third Millennium**, an event organised by the **WYLFORD Consortium of Milan**, in collaboration with the "**Progetto di Vita-Io Donna**" Association and the "**Milano Aperta**" Association, with the patronage of the **Lombardy Region**, the **Municipality of Milan** and the **United Entrepreneurs National Association**, on **Wednesday 4 May 2011**, in **Milan**, at the **Auditorium Don Bosco (Via Melchiorre Gioia, 48)**.

The event tackled the age-old theme of the current socio-economic crisis in Italian cities due to both the well-known international economic problems and situations that directly affect our country. In particular, alongside overt and customary 'poverty', other 'poverties' are appearing, hidden within domestic walls, but no less serious and invasive.

Prominent figures from the worlds of institutions, professions, financial institutions and associations discuss the topic, tried to reconstruct the *status quo* and possible developments, as well as plausible solutions.

The '**Progetto di Vita - Io Donna**' Association, together with the other organisers of the event, proposed the establishment of a Citizens' Solidarity Fund against poverty, a fund that was intended to be an immediately operational response to these issues.

The Conference started **9:30am** with the introductory speech by **Marco Eugenio Di Giandomenico**, *President of the WYLFORD Consortium and Lecturer at the Polytechnic University of Milan (POLIMI)*. This was followed by introductory speeches by **Maria Maimone** and **Biagio Maimone**, respectively *President of the Association "Progetto di Vita - Io Donna"* and *Founder of "Progetto di Vita"*, as well as **Christian Doria**, *President of the Association "Milano Aperta"*.

The following speeches were scheduled afterwards: **Letizia Moratti**, *Mayor of Milan*, **Mariolina Moioli**, *Councillor for Family, School and Social Policies of the Municipality of Milan*, **Enzo Siviero**, *Vice President of the National University Council*, **Giulio Koch**, *Governor of Rotary International Lombardy*, **Gianfranco Mazzani**, *Economist*, **Cardinal Bernard Agré**, *President of the International Cardinal Bernard Agré Foundation*, **Guido Strada**, *President AGS Association - Associationism and Research*, **Barbara Benedettelli**, *Writer and TV Author*, **Federico Gordini**, *President Milano Food*

Week, **Luca Montebugnoli**, President Best Union SpA, **Andrea Orlandini**, President Extra Banca, **Carlo Oriani**, Vice President National Association of United Entrepreneurs, **Angela Maria Scullica**, Director of Banca Finanza.

"Only by tackling the issue of the urban crisis in a serious and dare I say 'scientific' manner," commented **Marco Eugenio Di Giandomenico**, "is there a real possibility of identifying real solutions to tackle the phenomenon of 'hidden' poverty that grips our cities. The WYLFORD Consortium, which has always been committed to the organisation of events with a high socio-cultural impact, attaches great importance to this conference and, indeed, sees it as a first step towards the establishment of a new Hidden Poverty Observatory, which will form the database for concrete actions to be carried out by the Social Solidarity Funds".

"The commitment of the 'Progetto di Vita-Io Donna' Association in the coming months," **Maria Maimone** commented, "will be to catalyse the partners of a new Social Solidarity Fund in Milan, which will also be a good example for other Italian cities, as a concrete remedy to defeat 'urban' poverty.

- **Presentation of the Master in Environment and Energy. Risks and Opportunities (MAE)**, event organised by the **Interuniversity Centre for Actuarial Science and Risk Management (CISA - UNIFI)**, in collaboration with the **WYLFORD Consortium of Milan**, at the **Sala della Miniatura, Palazzo Vecchio, Piazza della Signoria, FLORENCE, 8 June 2011**. For information on the initiative, see the following website: [www.cisa.unifi.it](http://www.cisa.unifi.it). **Marco Eugenio Di Giandomenico** (President INCER Institute, Milan) opened the proceedings and was Chairman of the event. Followed by: **Alberto Tesi** (Rector of the University of Florence), **Francesco Giunta** (Dean of the Faculty of Economics, University of Florence), **Valdo Spini** (President of the Commission for Institutional Affairs, Municipality of Florence), **Augusto Bellieri dei Belliera** (President of CISA), **Anna Rita Brammerini** (Councillor for the Environment and Territory, Tuscany Region), **Giovanni Di Fede** (Councillor for Public Education, Province of Florence), **Cristina Giachi** (Councillor for University and Research, Youth Policies, Municipality of Florence), **Enzo Siviero** (Vice President of the National University Council), **Franco Terlizze** (Director General Department for Energy – Ministry for Economic Development).
- **Investments Academy: Innovative Finance for Stakeholders**, conference organised by the **Interuniversity Centre for Actuarial Science and Risk Management (CISA - UNIFI)**, the **WYLFORD Consortium of Milan** and the **Investments Academy of London**, at **Borsa Italiana, MILAN, 15 June 2011**.  
The conference analysed and illustrated the **Investments Academy's** innovative approach in identifying and scientifically researching financial investment models in line with the evolutionary dynamics of the world market and, above all, in disseminating, among the public of savers (who always remain the main *stakeholders* in the operation of any financial instrument), a culture of "self-management" of their own capital, also in terms of the ability to assess the risk involved in any *financial investment decision*.  
**Marco Eugenio Di Giandomenico**, President of the **WYLFORD Consortium** and *Lecturer in Economics and Business Organisation at the Polytechnic University of Milan (POLIMI)*, opened the event and *chaired* it, followed by **Luca Peyrano**, *Head of the Primary Market of Borsa Italiana*, **Domenico Piccolo**, *Director of the National Council of Chartered Accountants and Accounting Experts (CNDCEC) in Rome* and **Augusto Bellieri dei Belliera**, *President of the Interuniversity Centre for Actuarial Science and Risk Management (CISA)*.  
**Mirko Castignani**, an accredited scholar, and financial market operator, *focused* on the various activities of the *Investments Academy* (of which he is a Founder), exemplifying some reference *best practices*, with the intention of raising the audience's awareness of the issues of *trading* and *forecasting* that constitute the *Academy's* two *drivers of action*. He also moderated the subsequent **Round Table** involving all the speakers and those present who discussed and debated the issues addressed. The interesting morning was rounded off with a *soft lunch* at the **TIPandCOFFEE VIP lounge**, at **1 Via Fernanda Wittgens in Milan**, also attended by Italian footballers and other celebrities from the world of entertainment.  
"A refined and effective event," emphasised **Marco Eugenio Di Giandomenico**, "that promotes the right approach to financial investment on the part of every saver; only by spreading a culture of understanding the dynamics of 'risk' that underlie the various financial investment choices is it possible for every citizen who wants to invest their savings to avoid asset exposures that are far removed from their propensity to risk.

- *A tribute to Elizabeth Taylor*, an event organised by the **WYLFORD Consortium of Milan** in collaboration with the **TERRA ITALIA Foundation of Milan** (which, among other things, works to enhance and promote cultural *links between Italy and the USA*), on **Thursday 1 September 2011** at the prestigious venue of the **Venice Biennale in Cà Giustinian**, on the occasion of the **68th<sup>a</sup> th International Film Festival (La Biennale di Venezia 2011)**. A shared objective, and achieved, by the organisers, was to pay a beautiful tribute to the Diva, a few months after her death, with a docu-film entitled ***Elizabeth's great talent***, directed by the well-known director **Giuseppe Falagario** and produced by the **WYLFORD Consortium**, as well as with the presentation of the work ***Elizabeth Taylor at work*** by Parisian artist **Giusy D'Arrigo**, and finally with an exhibition of some unpublished photos of the great actress, including some together with **Maria Callas**, the latter kindly donated by **Bruno Tosi**, President of the **Associazione Culturale Maria Callas**.

The evening was glittering also thanks to an exceptional set design, skilfully promoted by journalist **Federica Repetto** ('communicator' of the excellence of *Made in Italy*, especially for its importance in the overall image of our country in the world), to which **Antonia Sautter** (costume designer and creator of **Il Ballo del Doge** - the most exclusive 'costume ball' in the world, the glamorous event among the most coveted by the international jet-set, considered by the international press to be 'one of the *top 10 things to do in life*') who exhibited some of her most precious costumes dedicated to the Queens of the past, of legend and imagination, as well as **Sara Marchi**, who displayed some magnum-sized bottles of Prosecco from her **Cantina Ruzzini** estate, depicting the actress's beautiful eyes when she played *Cleopatra* (eyes made using a mixed technique, with collage, by master artist **Ludovico De Luigi**), and finally **Orietta Soldo**, who exhibited the beautiful jewellery she makes, in memory of the Diva's unbridled passion for jewellery.

The great star of the evening was **Marco Eugenio Di Giandomenico**, who interviewed the various personalities present: from **Marina Castelnovo**, **Elizabeth TAYLOR's** official look-alike, engaged by the Swiss Italian State TV in the production of a docu-film on her life lived in parallel with that of the great Diva, to **Jgor Barbazza**, an actor from Treviso known to the general public above all for his performances in the **Canale 5** soap opera '**Cento Vettrine**', from boxer **Cristian Sanavia**, WBC world champion in the super middleweight category, to boxer **Devis Boschiero**, a rising star from Veneto (on the 6 November he was then involved in the world competition in **Tokyo**), from dancer **Arduino Bertoncello**, known to youngsters for his role in the TV show '**Amici di Maria De Filippi**', to Roman actress and presenter **Antonella Salvucci**. Guests also included **Armando Fumagalli** from the **Sacred Heart Catholic University in Milan**, who gave a brief critical profile of the Diva's film career.

In short, a fine assortment of guests and VIPs enthusiastic about the initiative, which clearly ended with an excellent buffet and the tasting of **Cantina Ruzzini** proseccos and **Le Terre del Gattopardo** wines (wines from the noble Sicilian tradition that was stigmatised by **Luchino Visconti's** film **The Leopard**).

"*An event of rare elegance*," commented **Marco Eugenio Di Giandomenico**, "*to pay tribute to a great **Hollywood** Diva, beloved by Venetians and Italians alike, who contributed to the creation of the cultural bridge between the USA and Italy, which has always been a harbinger of great economies and opportunities for our country.*"

- *Le Infrastrutture Etiche: nuove frontiere di "sostenibilità" per le opere pubbliche (Ethical Infrastructures: new frontiers of 'sustainability' for public works)*, an event organised by the **Ethicando Association** and the **Wylford Consortium of Milan**, coordinated by **Marco Eugenio Di Giandomenico** (President of the **Ethicando Association**), on **Thursday 29 September 2011**, in **Milan**, at the prestigious **Sala Convegni** of the **Intesa Sanpaolo Group, Piazza Belgioioso 1**.

This conference, whose participation was open to professionals, students and citizens (subject to prior booking and subject to availability of places) and which was part of a series of events that *focused on* interdisciplinary topics of Economics and Ethics, with a particular *focus* on good practices of business *management and management*, in the light of the principles and postulates of *Corporate Social Responsibility (CSR)*, dealt with a much debated and highly topical issue: what should be meant by 'ethical' infrastructure? What value scheme should be at the basis of the design and implementation of public works? All too often the dynamics of evaluating the appropriateness of building an infrastructure - given the economic interests at stake - are based on the pure remuneration of the production factors employed, with little consideration for the social impact of the work. Today, thanks to **CSR (Corporate Social Reporting)**, **corporate** disciplines provide great support for reporting, even in advance, on the degree of *stakeholder* satisfaction with reference to any economic undertaking, including in particular those of an infrastructural nature. Finally, there is the age-old question of the 'sustainability' of public works, also in terms of time.

The event started at **2.00 p.m.** with an introductory speech by **Marco Eugenio Di Giandomenico** (President of the **Ethicando Association** and Lecturer at the **Polytechnic University of Milan**), and continued until **4.30 p.m.** with subsequent excellent speeches by: **Marco Morganti** (*Managing Director of Banca Prossima - Intesa Sanpaolo Group*), **Marco Elefanti** (*Administrative Director of the Sacred Heart Catholic University in Milan*), **Marco**

**Tondino** (President of Assopetroli Lombardia), **Costante Portatadino** (President of Fondazione Europa e Civiltà), **Mario Virano** (Extraordinary Government Commissioner for the Turin-Lyon Railway Axis), **Mario Pavone** (President ANIMI), **Gianmario Ferramonti** (President of the Association Bresciani nel Mondo), **Silvia Lanzani** (Councillor for Major Infrastructures, Territorial Planning, Expo - Province of Bergamo). At **4.45 p.m.**, interesting **Best Practices** analyses followed: **Rolando Gualerzi** (President GMPR Group) and **Francesco Nobile** (Resp. Dip.to Project Finance Pessina Costruzioni). Finally, at **5:15 p.m.**, the **Round Table included** the discussion between speakers and guests.

*"In short, the event can count on a heterogeneous and high-level parterre of personalities,"* commented **Marco Eugenio Di Giandomenico**, coordinator of the conference. *"Only through communication initiatives such as this one carried out by **Ethicando** can we hope to re-establish a climate of trust in the business and professional world. Every new infrastructure has an impact on the wellbeing of the people who live in it, and today we must all rediscover a socially responsible approach to this issue'.*

- *Investing in Cinema. Ethics Communication Leverage*, a conference organised by the **ETHICANDO Association** and the **Wylford Consortium in Milan**, under the coordination of **Marco Eugenio Di Giandomenico** (President of the **Ethicando Association** and the **Wylford Consortium**), at the prestigious **Sala Convegni of the Intesa Sanpaolo Group in Milan, Piazza Belgioioso no. 1, on Wednesday 14 December 2011.**

Prominent professionals, entrepreneurs, intellectuals, personalities from the world of cinema and institutional representatives discussed a much debated and highly topical issue: how to finance the production of a film? which communication target should a film have? Is it possible to make the value message become a financial lever to attract private investment in the financing of a film production? Can investment in culture, and in particular in film production, by entrepreneurs find an ethical-social reporting and social balance sheet as an ethical marketing tool? Today, corporate disciplines thanks to CSR (Corporate Social Reporting) provide great support for reporting, even in advance, on the degree of stakeholder satisfaction with regard to any economic undertaking. At this point, the question must be asked: how many and which stakeholders can find in a film a return in terms of 'greater satisfaction' of their human and cultural expectations, both personal and social?

The event started at **3.30 p.m.** with an introductory speech by **Marco Eugenio Di Giandomenico** (President of the **Ethicando Association** and the **Wylford Consortium** and Professor at the **Polytechnic University of Milan**), and continued until **4.15 p.m.** with subsequent excellent interventions by: **Massimo Zanella** (Undersecretary for Cinema in the Lombardy Region), **Marco Morganti** (Managing Director of Banca Prossima - Intesa Sanpaolo Group), **Alberto Contri** (General Director of the Lombardy Film Commission). Afterwards, **Silvia Lanzani** (Councillor Major Infrastructures, Territorial Planning, Expo Province of Bergamo), **Marco Eugenio Di Giandomenico** (as President of **Bergamo towards the Expo**) and the **Consul General of Italy in Los Angeles, Giuseppe Perrone** (with a *playback* speech) presented the international cultural event of the **Province of Bergamo on Expo** themes entitled "**Bergamo towards the Expo**" (BvE) which took place in the **Province of Bergamo in July 2012.**

The **BvE** was an initiative of the **WYLFORD Consortium of Milan** in *partnership* with the **Province of Bergamo**, the **Effe 3 Association** (already organiser of the **fiuggi family festival**) and the **School of Media, Communication & Entertainment Spettacolo (ALMED)** of the **Sacred Heart Catholic University in Milan**, with the aim of promoting cultural initiatives, also linked to the world of cinema, that enhance the family and the Italian tradition, the latter in all its forms (customs, food and wine, fashion, art, etc.), which still has an enormous opportunity to present itself on the international scene as it is characterised by the values of creativity, entrepreneurship, love for all that is beautiful and that makes life more joyful and supportive.

*The driver of this event*, in line with the **EXPO 2015** themes, through the promotion of the films and other related cultural initiatives, was to spread awareness on the need for a correct and healthy diet in both qualitative and quantitative terms, and on the need to fully satisfy the human being's dietary needs while respecting the dignity of individuals and the natural system of which they are part. In this framework, food education presents itself on the one hand as a tool for becoming aware of oneself, one's physiology and the totality of one's needs; and on the other, education opens up awareness of the social, economic and cultural dimensions of the experience of food, its lack of, its meanings and its traditions.

**BvE** (chaired by **Marco Eugenio Di Giandomenico**), whose main scientific references were **Ruggero Eugeni** (Director of **ALMED** at the **Sacred Heart Catholic University in Milan**) and **Armando Fumagalli** (Director of the **Master in Writing and Production for Fiction and Cinema** at the **Sacred Heart Catholic University in Milan**), was born as an international cultural event that found its natural reference point (since its subject is film promotion) in the American cultural and cinematographic world, and in particular in **Hollywood**. In fact, the **WYLFORD Consortium** entered into a specific agreement with the **Italian Cultural Institute of Los Angeles (IICLA)**, coordinated by the **Consul General of Italy in Los Angeles, Giuseppe Perrone**, and directed by **Alberto Di Mauro**, for the synergic implementation of events in **America** within the **BvE** event.

In the wake of this *partnership* between the **WYLFORD Consortium** and **IICLA**, at the same time as the **Milan event**, an event entitled '**NutrItaly - the right to eat healthy**' was being held in **Los Angeles**, which addresses the **Expo 2015 Milan** theme of sustainable food in relation to people's physical and mental well-being.

The day ended with a *focus on* the **Family and Italian Style Screenplay Award**, with the intervention of **Armando Fumagalli** (coordinator of the scientific committee of the **Fiuggi Family Festival**) and **Giuseppe Romano** (on the *board of* the **Fiuggi Family Festival**), with the announcement of the second edition of the Screenplay Competition, to be held in **2012**, and a *discussion with the* intervention of eminent personalities including **Elisa Greco** (on the *board of* **FERPI - Italian Public Relations Federation**).

2012

- **Preview - 2012 of the international cultural event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE)**, chaired by **Marco Eugenio Di Giandomenico** and organised by the **WYLFORD Consortium** and various partner organisations ([www.bergamoversoexpo.it](http://www.bergamoversoexpo.it)).

The **BvE** was an initiative of the **WYLFORD Consortium of Milan** in *main partnership* with the **Province of Bergamo**, the **Effe 3 Association** (already organiser of the **Fiuggi Family Festival**), the **Italian Cultural Institute of Los Angeles (IICLA)** and the **School of Media, Communication & Entertainment (ALMED)** of the **Sacred Heart Catholic University in Milan**, with the aim of promoting cultural initiatives, also related to the world of cinema, that enhance the value of the film industry:

- the 'family', as the original cell of social life, i.e. the natural 'society' in which men and women are called to mutual love as well as to the gift of life, and in which, from childhood onwards, moral values can be learnt and the prerequisites for achieving individual freedom can be created;
- the Italian tradition in all its forms (customs, food and wine, fashion, art, etc.), which still today has an enormous opportunity to present itself on the international scene as it is characterised by the values of creativity, entrepreneurship, love for all that is beautiful and that makes life more joyful and supportive; in this context, special attention is devoted to Italian fashion as a heritage of knowledge and values that greatly characterises the history and culture of our country, as well as to its relations, also in a historical key, with the fashion of other European countries and the USA.

*The driver of the event*, in line with the **EXPO 2015** themes, through the promotion of the films and other related cultural initiatives, was to spread awareness of the need for a correct and healthy diet in both qualitative and quantitative terms, and of the need to fully satisfy the human being's dietary needs while respecting the dignity of individuals and the natural system of which they are part. In this framework, food education was presented on the one hand as a tool for becoming aware of oneself, one's physiology and the totality of one's needs; and on the other hand, education opens up awareness of the social, economic and cultural dimensions of the experience of food, its lack of, its meanings and its traditions.

Therefore, here were the *focuses*:

- **Nutrition education** (families, educational institutions and universities, businesses, associations and the scientific world for the dissemination and accessibility of knowledge on proper nutrition and to guide informed choices);
- **Nutrition and lifestyles** (the relationship between food and health, in relation to social systems and personal needs, with a view to well-being conceived in overall terms);



- **Food and culture** (encounter and dialogue between the world's different cultural and social identities through their food traditions).

Another important *focus, when it comes to food*, was the promotion of 'sustainable' food and wine production methods, both with regard to the catering world and the agri-food industry as a whole.

In this sense, 'sustainability' means respecting the environment (also by favouring the re-use of food industry waste for energy purposes, e.g. by supplying raw materials to alternative energy plants, such as Biogas, Biomass, etc.) and, above all, optimising the satisfaction of all *stakeholders* involved (in particular, the end consumer who purchases *food* goods in a 'conscious' manner, seeking to optimise both his own physiological and internal well-being and that of the community as well as the preservation of the planet, so that its resources can be equally used by future generations).

#### Prodromic Events of the Preview-2012.

*Presentation of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE) and debate on Sustainable Food and Cinema, an event forming part of the BvE Preview-2012, organised by the WYLFORD Consortium of Milan, at the Intesa Sanpaolo Group Conference Room, Piazza Belgioioso n. 1, MILAN, 12 April 2012.*

*Presentation of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE), an event forming part of the Anteprema-2012 of BvE, organised by the WYLFORD Consortium of Milan and the BvE partner organisations, at the Centro Congressi Giovanni XXIII, BERGAMO, 20 April 2012.*

*Indovina chi viene a cena? (Guess Who's Coming to Dinner), event forming part of the 2012 Preview of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE), organised by the WYLFORD Consortium of Milan and the BvE partner organisations, BRIGNANO GERA D'ADDA (BG), 20 April 2012.*

*Presentation of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE) and conference on Sustainable Food and Cinema, an event that was part of the BvE Preview-2012, organised by the WYLFORD Consortium of Milan and BvE's partner organisations, at the Rossellini Theatre of the Italian Cultural Institute of Los Angeles (IICLA), LOS ANGELES (CA - USA), 26 April 2012.*

*Italian Style in the World and Cinema and the International Award Italian Stars in the World (ISW - 2012), an event forming part of the 2012 Preview of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE), organised by the Club Rotary Milano Net, in *interclub* with the Club Milano Ovest, the Club Milano Castello and the Club Milano Cà Granda, at Palazzo Cusani, MILAN, 14 May 2011.*

*Young talents in Italian cinema. A che punto siamo? (What point are we at?), event forming part of the 2012 Preview of the International Cultural Event in the Province of Bergamo on the EXPO 2015 themes "Municipality of Bergamo towards the EXPO" (BvE), organised by the connect\* talent club and the Wylford Consortium of Milan, at Hotel Rosa Grand, MILAN, 8 June 2012.*

*Presentation of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE) and programme on *Lovere*, an event forming part of the Anteprema-2012 of BvE, organised by the WYLFORD Consortium of Milan and the BvE partner organisations, at the Tadini Academy of Fine Arts, LOVERE (BG), 20 June 2012.*

*Presentation of the International Cultural Event in the Province of Bergamo on EXPO 2015 topics "Municipality of Bergamo towards the EXPO" (BvE) and programme on Clusone, event part of the BvE Preview-2012, organised by the WYLFORD Consortium of Milan and BvE partner institutions, at the Arte Tempo Museum, CLUSONE (BG), 20 June 2012.*

*Le start-up nel settore cinematografico ... quali scenari, italiani ed esteri? (Start-ups in the film industry ... which Italian and foreign scenarios?), event that was part of the 2012 Preview of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE), organised by the connect\* club di talenti and the Wylford Consortium of Milan, at Hotel Rosa Grand, MILAN, 22 June 2012.*

*Presentation of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE) - general programme, event part of the BvE Preview-2012, organised by the WYLFORD Consortium of Milan and the BvE partner organisations, at the Intesa Sanpaolo Group Conference Hall, piazza Belgioioso n. 1, MILAN, 26 June 2012.*

*Presentation of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE) - general programme, event part of the BvE Preview-2012, organised by the WYLFORD Consortium of Milan and the BvE partner organisations, at the Centro Congressi Giovanni XXIII, BERGAMO, 29 June 2012.*

*Indovina chi viene a cena? (Guess Who's Coming to Dinner), event forming part of the 2012 Preview of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE), with the presence, among others, of the Vice President of Costa Rica, Alfio Piva Mesén, event organised by the WYLFORD Consortium of Milan and the BvE partner organisations, BRIGNANO GERA D'ADDA (BG), 29 June 2012.*

#### Preview Events-2012

*Opening Ceremony of the Preview-2012 of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE), organised by the WYLFORD Consortium of Milan and partner organisations, at the Teatro Sociale, BERGAMO (BG), 3 July 2012.*

*Cinema & Architecture, conference forming part of the Preview-2012 of the International Cultural Event in the Province of Bergamo on the EXPO 2015 themes "Municipality of Bergamo towards the EXPO" (BvE), organised by the WYLFORD Consortium of Milan and partner organisations, at the Centro Congressi Giovanni XXIII, BERGAMO (BG), 4 July 2012.*

*International Award Italian Stars in the World (ISW - 2012), award given to Giovanna Ralli, event forming part of the Anteprema-2012 of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE), organised by the WYLFORD Consortium of Milan and the Bergamo International Culture Festival, at the Giovanni XXIII Congress Centre, BERGAMO (BG), 4 July 2012.*

*Food & Health. Nuove Frontiere di Sostenibilità per la Salute dell'Essere Umano e per il Pianeta (New Frontiers of Sustainability for the Health of Human Beings and the Planet), conference forming part of the Anteprema-2012 of the International Cultural Event in the Province of Bergamo on EXPO 2015 topics "Municipality of Bergamo towards the EXPO" (BvE), organised by the WYLFORD Consortium of Milan and partner organisations, LOVERE (BG), 5 July 2012.*

*Food & Health. Nuove Frontiere di Sostenibilità per la Salute dell'Essere Umano e per il Pianeta (New Frontiers of Sustainability for the Health of Human Beings and the Planet), conference forming part of the Anteprema-2012 of the International Cultural Event in the Province of Bergamo on EXPO 2015*

topics "Municipality of Bergamo towards the EXPO" (BvE), organised by the WYLFORD Consortium of Milan and partner organisations, CLUSONE (BG), 6 July 2012.

Closing Ceremony of the Preview-2012 of the International Cultural Event in the Province of Bergamo on the themes of EXPO 2015 "Municipality of Bergamo towards the EXPO" (BvE), organised by the WYLFORD Consortium of Milan and partner organisations, at the Teatro Sociale, BERGAMO (BG), 8 July 2012.

- **XXVI International Conference on Polyphenols, Florence, 22-26 July 2012. Marco Eugenio Di Giandomenico** was part of the Organising Committee. For further information visit the website: <http://www.poloprato.unifi.it/it/ricerca/icp-2012/home.html>.
- Conference on **Criticality and Valorisation of Cultural Heritage** promoted by the **Inter-University Centre for Actuarial Science and Risk Management (CISA)**, the **WYLFORD Consortium of Milan** and the **INCEr Institute of Milan**, in cooperation with the **Florens Foundation**, on **Thursday 8 November**, at the **Polo delle Scienze Sociali (Department of Social Sciences) of the University of Florence**.  
The theme of the valorisation and protection of cultural heritage was addressed, under the lens of 'risk management', in two directions: deterioration of cultural heritage (monumental and otherwise) and opportunities related to its valorisation.  
It was an intelligent moment of reflection and dialogue where, for the first time, the issue of safeguarding and enhancing cultural heritage was analysed in terms of risk assessment, in an actuarial sense.  
The scientific and expert testimonies on the protection and valorisation of cultural heritage were interesting. Among others, **Marco Eugenio Di Giandomenico**, lecturer in Economics and Business Organisation at the Milan Polytechnic University and accredited expert in territorial valorisation, illustrated the most modern methodologies of risk analysis and management of cultural heritage, as well as the fascinating theories (especially from overseas) of economic-social accountability of public intervention choices in the field of conservation and promotion of monumental heritage (and not only).  
This was followed by lectures by two eminent scholars of Risk Theory: **Hans Bühlmann** (Emeritus Professor ETH Zürich), Founder of Risk Theory, and **Paul Embrechts** (Full Professor ETH Zürich), one of the founders of the modern Extreme Events Theory, which measures risks associated with catastrophic events (earthquakes, floods, etc.).  
**Federico Fazzuoli** and **Marco Ravaglioli** (authors of Rai Uno's **Heritage** TV programme) commented on selected images from the episodes broadcast last summer and screened during the conference, emphasising the importance of an accurate scientific analysis especially of the critical issues related to the age-old topic of cultural heritage conservation.  
Interesting presentations were also given by **Augusto Bellieri dei Belliera** (President of CISA), **Luigi Vannucci** (Lecturer at the University of Florence), **Guido Ferrari**, (Full Professor Renmin University of China) and **Marcello Galeotti** (Scientific Director of CISA), **Francesco Caracciolo** (Head of External Relations Fondazione Florens), **Elena Amodei** (Director of the Florence Art and Restoration Fair), **Antonio Scuderi** (Director of Sinergie Sviluppo Internazionale - International Development Synergies - Gruppo Sole 24 Ore).  
*Analysing the Risk with reference to cultural heritage,*" commented **Marco Eugenio Di Giandomenico** (who, also spoke on air during all the episodes of **Heritage** on Rai Uno – tv channel - last summer, as an expert in territorial valorisation), "*means identifying those actions to be implemented, both by public decision-makers and representatives of the Public Administration and by ordinary citizens, on two levels, so as to minimise the possibility of damaging events occurring (of any derivation, from natural disasters to the immoderate use of cultural assets by tourists) and, at the same time, so as to optimise situations that instead enhance cultural assets and give substance to the enormous opportunities (economic, social, cultural, sustainability) resulting from such enhancement*".
- First episode of the **cult** talk-show **Movie & Co. A journey into the world of Cinema, Literature and Italian Style** entitled "**Eros and Love**", at the **Winter Garden of the Grand Visconti Palace Hotel** in Milan, on **15 November 2012**, starting at **7 p.m.**, organised by the **WYLFORD Consortium of Milan** ([www.wylford.it](http://www.wylford.it)).

Conducted by **Marco Eugenio Di Giandomenico**, a well-known *media & entertainment* expert, lecturer at the **Milan Polytechnic University**, writer and TV pundit, and **Daniela Azzola**, journalist, writer and TV presenter.

During the evening, a video tribute to the **50th anniversary of James Bond, Agent 007, was** screened, and Milanese musician **Michela Calabrese** performed, with her transverse flute, the song **As Time Goes By**, composed by **Herman Hupfeld** in **1931**, whose fame grew in **1942** when it was sung by the character **Sam (Dooley Wilson)** in the film **Casablanca**; this piece, by the way, at the time was in second place on **AFI's 100 Years... 100 Songs**, which collects the best songs from films.

The Milanese master painter **Alzek Misheff interpreted the** theme of erotic love by presenting his latest work '**Homage to Gustave Courbet**', executed using the **Verderame** painting technique.

The painting depicted a woman lying on the grass with a swan walking towards her. It is a brilliant evocation of '**Woman with a Parrot**' by the 19th century French painter **Gustave Courbet** (pioneer of **Realism**), from which **Misheff** actually only depicts pictorial cues and artifices (e.g. the light) by immersing the female figure about to be impregnated by the swan in nature (myth of **Leda and the Swan**).

The central moment of the *talk-show* was the presentation of **Francesco Alberoni's** latest book *L'arte di amare. Il grande amore erotico che dura - The art of loving. The great erotic love that lasts* (published by **Sonzogno**, 2012).

The author himself spoke and the guests were involved in a kind of *discussion* on the topics.

Following this, **Claudio Ciccotti** presented the *brand ExOr (For Excellence Oriented)*, of which he is President and which connotes excellence in the field of tourism-hotel, wine and food, in a sustainable key, and **Federico Menetto**, gourmet and *food manager*, who presented the **finger food buffet** (attended by all guests in the room) with tasting of wines from the **Cantina Produttori Cormons winery**, also inspired by the theme of erotic love, from an idea by *chef Matteo Torretta*.

2013

- **Betting On Italy** event, organised by the **WYLFORD Consortium of Milan**, in collaboration with the **Intrepida Fides Isotta Fraschini Foundation** and **Fabio Rotella's Italian Living Experience**, at the **Intesa Sanpaolo Group's** convention hall, **Piazza Belgioioso 1, Milan**, on **Tuesday 30 April 2013**.

**Marco Eugenio Di Giandomenico**, an expert in media & entertainment and territorial enhancement, lecturer at the **Milan Polytechnic University**, writer, and TV pundit, presented the evening. The Milanese master painter **Alzek Misheff was** also present, interpreting the theme of sustainable food by presenting his work '**Vendemmia**' ('Harvest'), executed using the Verderame painting technique.

**Betting on Italy** represents a communication platform (events and more) that aims to promote international initiatives related to Italian style in the world, with a special focus on issues related to 'sustainable food' in the run-up to EXPO 2015. There were three focuses to the event, with talks by leading experts. The revitalisation of the legendary **Isotta Fraschini automotive** brand, which has marked the most luxurious and prestigious cars in history (industrial production ceased in 1949!), owned by monarchs and *personalities* (including **Rodolfo Valentino** and **Gabriele D'Annunzio**), thanks to the activities of the foundation of the same name, which has been operating in **Lombardy for a few years now** and which promotes the new car project, at the cutting edge of technology and *design*.

The new frontier of sustainable food at **EXPO 2015 'Dito Divino**' ('Divine Finger'), which configures an interesting platform for research, training, and communication on the salient topics of 'typical food' and 'healthy food'.

The presentation of communication activities on *Made in Italy* in the new space in **Beijing**, inside the 751, called **Italian Living Experience: Italian Culture in Beijing**.

- Event **Betting On Italy. Protection and Enhancement of Made in Italy. In the Year of Italian Culture in America**, organised by the **WYLFORD Consortium of Milan**, which took place on **Thursday, 28 November 2013**, at the **Conference Room of INTESA SANPAOLO, Piazza Belgioioso 1, Milan**, starting at **10:30 a.m.**

**Betting on Italy** represents a communication platform (events and more) directed by **Marco Eugenio Di Giandomenico**, that wishes to promote international initiatives related to Italian style in the world and enhance the cultural heritage of the *Bel Paese*, with a special focus on issues related to 'sustainable food' in the run-up to **EXPO 2015**.

With the elegant conduction of **Antonella Salvucci**, the focus was on *Made in Italy*, with particular regard to Italian cinema, and on the relative strategies of promotion and protection at an international level. Among the speakers were **Paolo Pelizza**, President of the Lombardia Film Commission, **Armando Fumagalli**, Director of the Master in Writing and Production for Fiction and Cinema at the Catholic University of the Sacred Heart in Milan, **Marco Eugenio Di Giandomenico**, President of the WYLFORD Consortium, **Carlo Gioventù**, Lecturer at the Brera Academy of Fine Arts, **Gino Masciarelli**, sculptor and founder of the Cenacolo – Last Supper – by Bagutta. In the afternoon, starting at 2.30 p.m., as part of the prize-giving ceremony of the second edition of the **International Screenplay Award Family and Italian Style**, chaired by **Marco Eugenio Di Giandomenico** and organised in collaboration with the **School of Media, Communication & Entertainment (ALMED) of the Catholic University of the Sacred Heart in Milan**, the human and artistic figure of **Anna Magnani**, whose 40th anniversary of her death fell that year, was commemorated. Among the speakers was **Enrico Groppali**, writer, and columnist for the newspaper *Il Giornale* on cinema and theatre. The Family and Italian Style Award, with a jury of excellence (**Luca Bernabei**, Director of Productive Activities *Lux vide*, **Lucia Cereda**, script development manager *Medusa Film*, **Caterina d'Amico**, *Raicinema* consultant, **Osvaldo De Santis**, president *20th Century Fox Italia*, **Gennaro Nunziante**, scriptwriter and director, **Alessandro Usai**, managing director *Colorado Film*, as well as **Armando Fumagalli** who presides over it) awarded the following prizes:

- **Matteo Romano Bernardini**, for the screenplay entitled 'Qualcosa di più - Something More' (first prize)
- **Saschia Masini** and **Luigi Vassallo**, for the screenplay entitled 'Patentati – Licenseds' (second prize)
- **Francesco Balletta** and **Valerio Cilio**, for 'Almeno domenica - At least Sunday' (first prize)
- **Andrea Marchetti** and **Chiara Spagnoli**, for 'La Prima Cena - The First Supper' (runner-up)

The afternoon concluded with a talk by **Alan Cohen**, a well-known screenwriter and film director, who at the time was working on the Shakespearean adaptation of *Macbeth* for cinema, in collaboration with **David Seidler** (Oscar winner for best original screenplay in 2011 for 'The King's Speech').

The prizes to the winners were given at the award dinner, in the presence of selected guests from the institutional and cultural world, including international ones, also organised by the **Cenacolo Bagutta** with the patronage of the **Brera Fine Arts Academy**, which was held at the *Ristorante Bagutta*, in via Bagutta No. 14 in Milan. Participants at the evening social event included, in addition to the above-mentioned speakers, **Bartolomeo Corsini**, Director of the *Centro Sperimentale di Cinematografia – Experimental Center of Cinematography*, **Tony Santagata**, singer, author and actor, **Princess Fausta Giovanelli**, **Marina Castelnuovo**, actress and presenter (Liz Taylor's official lookalike), **Davide Ranieri**, actor, **Stefano Bondioli**, television producer, **Franco Scepi**, director and film producer, **Giovanni Zullo**, President of *acena.it*, **Giovanna Cerri**, designer and interior decorator, **Fabrizio Garghetti**, photographer, **Marco Pepori**, President of *Cenacolo Bagutta*.

2014

- Great success of the event **Betting On Italy. Protection and Enhancement of Made in Italy towards EXPO 2015 (Tutela e Valorizzazione del Made in Italy verso l'EXPO 2015)** organised by the **WYLFORD Consortium of Milan** in collaboration with the **Brera Academy of Fine Arts of Milan**, on **Wednesday 9 July 2014**, which started at **10:30 a.m.**, at the convention hall of **Intesa Sanpaolo**, in **Piazza Belgioioso 1, Milan**. **Betting on Italy (BOI)** is a communication platform (events and more), created in **2010**, conceived and directed by **Marco Eugenio Di Giandomenico**, which aims to promote international initiatives related to Italian style in the world and to enhance the cultural and artistic heritage of the *Bel Paese*, with a special focus on issues related to 'sustainable food' in the run-up to EXPO 2015.

In collaboration with the **Roma Film Festival** and the **International Screenplay Award Family and Italian Style**, and with the participation of **Cino Tortorella**, **Marco Eugenio Di Giandomenico** and **Adriano Pintaldi** (President *Roma Film Festival*) commemorated the great director **Vittorio De Sica**, whose 40th death anniversary was on that year. His films are a fundamental pillar in the history of Italian and world cinema, with four 'Oscars for best foreign film' won (in **1946**, for **Sciuscià**; in **1948**, for **Ladri di biciclette (The Bike Thieves)**; in **1965**, for **Ieri, oggi, domani (Yesterday, Today, Tomorrow)**; in **1972**, for **Il giardino dei Finzi-Contini - The Garden of the Finzi-Contini**) and a myriad of other Italian and foreign awards.

The audio-visual **Christian De Sica, Particular Signs: Beautiful** edited by **Adriano Pintaldi** (*President Roma Film Festival*) and the audiovisual **Vittorio De Sica tribute** edited by **Marco Eugenio Di Giandomenico** (*President International Screenplay Award Family and Italian Style of Milan*) were screened.

After introductory speeches by **Marco Eugenio Di Giandomenico** (*President of the WYLFORD Consortium*), **Gualtiero Marchesi** (*President of the Technical-Scientific Committee of the El Mantin event*), **Paolo Ricci** (*President of GBS - Milan*) and **Stefano Bolognini** (*Councillor for Tourism, Province of Milan*), some projects being implemented by the Wylford Consortium and partner organisations were presented, such as:

- the international cultural event Abruzzo towards EXPO (AvE), with presentations by Vincenzo Centorame (President of the Michetti Foundation) and Tiziana D'Acchille (Director of the Academy of Fine Arts in Rome);
- the international cultural event Underwear EXPO 2015, with presentations by Bruno di Ruggiero (President Glamour Vogue), Guido Dolci (President ASSEM), Ida Catapano (Education Director Accademia del Lusso) and Olga Kent (fashion designer, top model, actress);
- the international cultural event El Mantin, with presentations by Giovanni Zullo (artistic food co-ordination of the El Mantin event), Valerio Beltrami (Chancellor Ordine Grandi Maestri della Ristorazione A.M.I.R.A.) and Antonio Di Ciano (member of the Technical Scientific Committee of the El Mantin event).

In the afternoon, the **Institute for Research and Training on Medialism and Cultural Economics (MEDEC Institute)**, which had been recently founded in Milan, was presented with the aim of studying and monitoring the technical-performative processes of mass media (photography, illustration, cinema, television, comics, etc.) and new media (websites, social networks, videogames, etc.) in order to measure their socio-economic-cultural impact in light of the continuous technological innovations of the third millennium), as well as with the aim of implementing research, training and communication initiatives (conferences and events in general) in the direction of advancing media theorising, disseminating it and raising the awareness of public authorities to better prepare actions aimed at the valorisation and sustainability of the artistic-cultural heritage, as well as to prevent ideological and/or unphilanthropic instrumentalisations.

**Gabriele Perretta** (*President MEDEC Institute*), **Francesco Di Loreto** (*Member of the Technical Scientific Committee MEDEC Institute*) also spoke.

- **Abruzzo towards EXPO (AvE)**, whose testimonial was **Lina Wertmuller** (*director and screenwriter*), was an initiative organised by the **MEDEC Institute of Milan** in collaboration with the **WYLFORD Consortium** and the company **Unlock Italia Srls of Milan**, in *partnership with* and under the patronage of the **Lombardy Region**, the **Province of Milan**, the **Province of Chieti**, the **Municipality of Teramo**, the **Brera Academy of Fine Arts in Milan**, the **Municipality of Francavilla al Mare**, the **Michetti Foundation** and other public and/or private, Italian and/or foreign legal entities, with the main objective of promoting, in the context of **EXPO 2015**, cultural initiatives and the enhancement of the Abruzzo region, mainly linked to the world of food and wine, art, cinema and *design*.

The event intended to hold so-called **BridgEXPO** events in **Abruzzo and Lombardy, i.e., events** that build 'bridges' and connections between typical Abruzzo products and those of the countries participating in **EXPO 2015**, promoting the triggering of internationalisation mechanisms.

**The AvE's mission**, in line with the themes of the great Universal Exposition **in Milan**, was to spread awareness on the need for a correct and healthy diet in both qualitative and quantitative terms, and on the need to fully satisfy the human being's dietary needs while respecting the dignity of individuals and the natural system of which they are part. Food education is presented in this framework on the one hand as a tool for becoming aware of oneself, one's physiology and the totality of one's needs; and on the other hand, education opens up awareness of the social, economic and cultural dimensions of the experience of food, its lack of, its meanings and its traditions.

Therefore, the reference *focuses* were: **Food education** (families, educational institutions and universities, businesses, associations and the scientific world for the dissemination and accessibility of knowledge on proper nutrition and to guide conscious choices); **Food and lifestyles** (the relationship between food and health, in relation to social systems and personal needs, with a view to well-being conceived in overall terms); and **Food and culture** (meeting and dialogue between the world's different cultural and social identities through their culinary traditions).

Another important *focus*, *when it comes to food*, was the promotion of 'sustainable' food and wine production methods, both with regard to the catering world and the agri-food industry as a whole.

In this sense, 'sustainability' means respecting the environment (also by favouring the re-use of food industry waste for energy purposes, e.g. by supplying raw materials to alternative energy plants, such as Biogas, Biomass, etc.) and, above all, optimising the satisfaction of all *stakeholders* involved (in particular, the end consumer who purchases *food* goods in a 'conscious' manner, seeking to optimise both his own physiological and internal well-being and that of the community as well as the preservation of the planet, so that its resources can be equally used by future generations).

The dates and main locations:

- AvE took place in **2014**, **2015** and **2016**, comprising various events and initiatives as follows:

- 2014 (PREVIEW):** Exhibition presentation events
- 2015 (REGIME):** events in line with the *mission* of the exhibition
- 2016 (FOLLOW-UP):** Follow-up events to the Exhibition.

The events were mainly held in the various Abruzzo regions and in **Milan** at the following international promotion points:

- 2017 - EXPO\_4 Aosta Street, Milan**
- 2018 - EXPO\_29 Piave Ave, Milan**

On Sunday 7 **September 2014**, at **21:00**, at the **Aurum in Pescara, Piazzale Michelucci**, the third edition of the **AURUM PRIZE FOR CINEMA AND WRITING**, conceived and directed by **Arianna Di Tomasso**, was held with great success. It was organised by the **San Benedetto Cultural Association**, in collaboration with **ILLVA Saronno** and the **Pastificio Verrigni Antico Pastificio Rosetano**, and under the patronage of the **Municipality of Pescara**, the **Province of Pescara** and the **Abruzzo Region**.

The scientific referee of the prize was **Ernesto Livorni**, a distinguished academic from Pescara, writer, poet, director, and founder of the journal *L'ANELLO che non tiene: Journal of Modern Italian Literature*, currently professor of Italian literature at the **University of Wisconsin in Madison, USA**.

Thanks to the success of previous year's edition, held in **Gardone Riviera**, at the **Fondazione Il Vittoriale degli Italiani**, with exceptional prize-winners such as **Renzo Rossellini** for Cinema and **Giordano Bruno Guerri** for Writing, the award became part of the emerging regional cultural initiatives promoted in **2014**, **2015** and **2016** by the international event "**Abruzzo towards EXPO**" (AvE), chaired by **Marco Eugenio Di Giandomenico** and organised by the **WYLFORD Consortium of Milan**, in *partnership* with the **Institute for Research and Training on Medialism and Cultural Economics of Milan (MEDEC Institute)**, the **Brera Academy of Fine Arts of Milan** and various public and private organisations in Abruzzo (including the **Michetti Foundation**), and under the patronage of various regional public authorities (including the **Province of Chieti** and the **Municipality of Francavilla al Mare**).

This event (AvE), for which the director and screenwriter **Lina Wertmuller** was testimonial, sought to promote cultural initiatives, mainly linked to the world of art and cinema, that enhance Abruzzo's tradition in all its forms (customs, wine and food, fashion, art, cinema, photography, literature, etc.), with an original driver, in line with EXPO 2015 themes: through the promotion of films, artistic exhibitions and other related cultural initiatives, to spread awareness on the need for a correct and healthy diet in terms of both food and wine, and in terms of both the food and wine tradition), and on the need to fully satisfy the human being's dietary needs while respecting the dignity of individuals and the natural system of which they are part. Food education was presented in this framework on the one hand as a tool for becoming aware of oneself, one's own physiology and the totality of one's needs; and on the other hand, education opens up awareness of the social, economic and cultural dimensions of the experience of food, its lack of, its meanings and its traditions.

Another important *focus*, when it comes to food, was the promotion of 'sustainable' food and wine production methods, both with regard to the catering world and the agri-food industry as a whole.

Among that year's new features was the **L'Oro dell'Aurum** wine and food competition, aimed at enhancing the value of **Aurum** liqueur, with the possibility of participation by chefs, both national and international, who proposed recipes containing one or more ingredients typical of **Aurum liqueur**, or relating to dishes to which **Aurum liqueur** is paired, enhancing their flavours and smells. The Jury was composed of industry experts: <http://www.abruzzoservito.it>, **Domenico Sorrentino**, **Rodolfo Guarnieri**, **Lorenzo Pace** and **Luigi Di Fonzo**.

#### PROGRAMME

The evening began at **9 p.m.** with a commemoration of the great director **Vittorio De Sica**, whose 40th death anniversary fell on that year. His films are a fundamental pillar in the history of Italian and world cinema, with four '*Oscars for best foreign film*' won (in 1946, for *Sciuscià*; in 1948, for *Ladri di biciclette* - *Bicycle Thieves*; in 1965, for *Ieri, oggi, domani* - *Yesterday, Today and Tomorrow*; in 1972, for *Il giardino dei Finzi-Contini* - *The Garden of the Finzi-Contini*) and a myriad of other Italian and foreign awards.

In collaboration with the **International Screenplay Award Family and Italian Style in Milan**, the audiovisual **Vittorio De Sica** tribute was screened.

This was followed by the awarding of the book **Tundurundù. Pensieri di Amore e di Bellezza. Un anno di facebook - Tundurundù. Thoughts of Love and Beauty. A Year of Facebook** (*Marcianum Press, Venice, 2014*), written by **Marco Eugenio Di Giandomenico**, currently being adapted at the time for theatre and film.

Hence the **Aurum Award for Photography** was given to **Stefano Schirato**, a professional photographer who had published for various newspapers, including *Vanity Fair*, *La Repubblica delle Donne*, *Venerdì di Repubblica*, *Panorama*, *Famiglia Cristiana*, *il Manifesto*, *International Herald Tribune*, *Washington Post*, *Geo International*, *Le Figaro Magazine*, *New York Times*, *Epsilon*.

In cinema, he worked as assistant director of photography in **Baaria**, in **Giuseppe Tornatore's** *La migliore offerta – The Best Offer* and in **Rocco Papaleo's** *Basilicata coast to coast*.

The event continued with the **Aurum Prize for Writing** to **Donatella di Pietrantonio**, author of several works, including *Mia madre è un fiume – My Mother is a River*, and *Bella mia, the latter a* finalist for the **2014 Strega Prize**.

Then the **Aurum Cinema Award** was presented to **Rocco Papaleo**, Italian actor, musician, screenwriter, and director. His film career, both as actor and director, is prestigious as witnessed by the numerous international awards and recognitions he has received, including: *Silver Ribbon for Best Debut Director 2010 (Basilicata coast to coast)*, *David di Donatello for Best Debut Director 2011 (Basilicata coast to coast)*, *David di Donatello for Best Musician 2011 (Basilicata coast to coast)*, *TV Award 2012 Revelation Character (Il più grande spettacolo dopo il weekend - Rai 1)*.

He is also known to the general public for his long artistic association with **Leonardo Pieraccioni**.

Soon to be released at the time (in cinemas from 25 September 2014) was *La Buca (The Hole)*, the film by **Daniele Ciprì** in which he starred alongside **Sergio Castellitto** and **Valeria Bruni Tedeschi**.

Finally, the presentation of the **L'Oro dell'Aurum** award took place and was given to the chef selected by the competition jury.

Various artistic and audiovisual *performances* were scheduled for the evening, including one by **Erica Abelardo**, aka **EKA**, with her **SAND ART**.

Among the personalities present from the world of cinema and culture in general were **Adriano Pintaldi**, President of **Roma Film Festival**, who awarded **Marco Eugenio Di Giandomenico** and **Rocco Papaleo**

- **Collaboration in the production and communication of the film 'Four Giants in Milan' by Pino Farinotti directed by Andrea Bellati (September-October 2014).**

**Marco Eugenio Di Giandomenico** provided part of the cultural content of the section devoted to **Leonardo da Vinci**, in particular with regard to the design and realisation of the system of canals in **Milan** and the invention of the napkin and gave two speeches within the film itself. **Marco Eugenio Di Giandomenico** directed all the film's communication activities, as well as *fundraising*, managing to collect interesting financial resources from companies and organisations that had never invested in cinema in the past.

**About the film (see [www.mymovies.it](http://www.mymovies.it)):** *Stendhal and Hemingway, a Florentine, two Frenchmen, an American: Milanese. The 'four' occupied Milan for a long time and intensively. Leonardo was in the city between 1482 and 1500, called by Ludovico il Moro. He achieved feats of art, engineering, and science like no one else in the world: the Last Supper, the Atlantic Codex, the Navigli, among others. It was in Milan, during the 1796 campaign, that Napoleon, a 27-year-old general, made the leap to the forefront of Europe's attention. But he was not just a military man, he laid his hands on the city, rebuilt it to a large extent, in his own way, according to his greatness. And in the Duomo Cathedral, in May 1805, he had himself crowned King of Italy. Henri Beyle, known as Stendhal, adored Milan. He lived there, intermittently, for twenty years. He wrote his own epitaph, in Italian: 'Here lies Arrigo Beyle, Milanese...'. He learned dialect from Carlo Porta, courted many ladies, but the seducer was not worth the writer. Ernest Hemingway was the first American wounded in Italy in the Great War, on the Piave front. He was hospitalised in Milan, in Via Armorari. There he met Agnes, the nurse in Farewell to Arms, a decisive encounter for the man and the writer. He frequented La Scala and the Cova café. He left the city, to return to Chicago, with death in his heart. He always said: 'Without Milan I would not be Hemingway'.*

*Farinotti says: "...People who, quite simply, changed the world. We owe them social consciousness, political consciousness, art, and literature, we owe them history. By visiting the places of their actions and habits, I really had the perception of their visible signals, audible echoes, and expendable legacies. And I have passed them on, I think. There is no doubt that without them our culture, feelings, personality, would not be the same'.*

- **On Friday 7 November 2014, at 10:30 a.m., at the Sala Convegni of Intesa Sanpaolo, Piazza Belgioioso n. 1 in Milan, the event Betting On Italy. Tutela e Valorizzazione del Made in Italy verso l'EXPO 2015 - Protection and Enhancement of Made in Italy towards EXPO 2015, took place, organised by the Institute for Research and Training on Medialism and Cultural Economics (MEDEC Institute) of Milan in collaboration with the **WYLFORD Consortium** of Milan and the **Brera Academy of Fine Arts of Milan**.**



**Betting on Italy (BOI)** is a communication platform (events and more) directed by **Marco Eugenio Di Giandomenico**, which aims to promote international initiatives related to the promotion and enhancement of Italian culture and style in the world, with a special focus on issues related to art, cinema and 'sustainable food' in the run-up to **EXPO 2015**.

The event began at **11:00 a.m.**, with an introductory speech by **Marco Eugenio Di Giandomenico** (*Chairman of the event and Lecturer at the Brera Academy of Fine Arts*), and brief contributions from the leaders of local institutions.

At **11.30 a.m.** there was the presentation of **Major Cultural and Artistic Initiatives in Mantua for EXPO 2015** by **Claudio Vivona** of the **Mantua Art History Association**. Since July 2008, **Mantua has been a 'Lombardy City of Art'** thanks to the cultural heritage of the **Gonzaga** family, which made it one of the main centres of the *Italian* and *European Renaissance*; it has been included in the **UNESCO** World Heritage list.

The association in question envisages a series of important events in the context of **EXPO 2015**, which was held the following year, including an international exhibition dedicated to **Caravaggio**.

At **12:00 noon** there was the **Presentation of the MEDEC/UNIT Internationalisation EXPO Workshops**. In multi-purpose spaces, equipped with the most modern technologies, **Unlock Italia S.r.l. (UNIT)** in *partnership* with **Tecno Building Design S.r.l. (TBD)**, both companies based in Milan, set up the centre/laboratory for the internationalisation of Made in Italy excellence in the world, called "**4, Aosta Street, Milan**", located in **Milan, at 4, Via Aosta**. Arch. **Antonio Covello**, co-founder of the initiative, reports.

Another important focus was on the international event **Abruzzo towards Expo (AvE)**, with the presence of personalities and promoters of the various events. AvE testimonial was director **Lina Wertmuller**.

**Discussion & Networking** followed from **12:30pm** until **1:00pm** with the participation of:

**Arianna Di Tomasso** (*Director Aurum Award for Cinema and Writing*), **Mirko Castignani** (*Made in Italy financing*), **Cino Tortorella** (*Director, Screenwriter, TV Host*), **Giovanni Zullo** (*El Mantin event*), **Marcella Caradonna** (*ADR Chartered Accountants-CNDCEC Roma Association*) **Massimo Scaglioni** (*Lawyer, Fiduciary Accountant Lugano-CH*) and **Anita Lissona** (*Director Assorel and Assotemporary*), **Giorgio Cegna** (*Director Si Times Foglio 3 Editrice*), **Silvia Bertolotti** (*Epoché Service Integrator*).

The proceedings resumed at **2:30pm** with the conference, organised by the **Institute for Research and Training on Medialism and Cultural Economics (MEDEC Institute)**, entitled **FROM MEDIA o/TO THE REAL ALGORITHM**, with important critics and professionals from the world of *cultural management*, *photography*, *design* and *art criticism* such as **Gabriele Perretta** (*MEDEC Institute Chairman; University Sorbonne Paris*), **Marco Eugenio Di Giandomenico** (*CTS Chairman MEDEC Institute; Brera Academy of Fine Arts*), **Antonello Pelliccia** (*CTS MEDEC Institute; Brera Academy of Fine Arts*) and **Francesco Di Loreto** (*CTS MEDEC Institute*) who illustrated the new potential of mass media (including web and interaction technologies), the connections with photography and design, and the related socio-economic spin-offs.

Very interesting contributions (also in terms of audiovisual works) by: **Kasimir Malevic**, **Angelo Tirreno**, **Enrico M. Sestante**, **Charles S. Peirce**, **Elias Saphel**, **Walter Benjamin**, **Nicolaj Tarabukin**, **Aleksandr M. Rodčenko**, **David Thomas (aka Pere Ubu)**, **John Baldessari**, **Jean Pierre Kriell**, **Antonello Matarazzo**, **Sol Lewitt**, **Adriana Borriello**, **Tom Yorke (aka Radiohead)**, **Michael Craig**, **William Rousey**, **Henry Joost**, **Ariel Schulman**, **Tom Waits**, **Max Joseph**, **Gabriel Nusbaum**, **Mandy Yaeger**, **Erin Wright**, **Tony Fur**, **James Frost**, **Yon Thomas**, **Aaron Koblin**, **Jason Lewis**, **Erik Loyer**, **Jeremy Rotsztan**, **Rafael Rozendaal**, **Scott Snibbe**, **Jody Zellen (IPADart apps)**, **New Order**.

At **6 p.m.**, the proceedings came to a close.

- **On Tuesday 25 November 2014**, the prestigious **Sala Radetzky** of **Palazzo Cusani** in **Milan** was the fantastic setting for the event on food and cinema entitled '**Four Giants in Milan**', successfully organised by the **Institute for Research and Training on Medialism and Cultural Economics (MEDEC Institute)** in **Milan**, as part of the "**Betting On Italy**" (**BOI**) communication platform directed by **Marco Eugenio Di Giandomenico**, in collaboration with the **Ethicando Association** and various public and private entities, including **Banca Mediolanum**, **Tecno Building Design**, **Lattonedil**, **Epoché Service Integrator**, **Emozioni**, **Cantine Roberto Manara**, **I Viaggi delle Pleiadi**, **Wylford Consortium**. Prominent personalities from the world of institutions, international diplomacy, cinema and entertainment took part in the event, including **Antonio Pennino**, General Commander of the Lombardy Army, **Marisela Morales Ibañez**, Consul of Mexico, **Aldo Castelnovo**, President of the Italian-Uruguayan Chamber of Commerce, **Maurizio Codurri**, President of the Prince Albert II of Monaco Foundation, **Cino Tortorella** (*Director, Author, TV Presenter*), **Antonio Provitina** (*Actor, TV Presenter*), **Tabata Caldironi** (*Actress, Model, TV Presenter*).

Long applause after the screening of the film '**Four Giants in Milan**', a film by **Pino Farinotti** directed by **Andrea Bellati**, both present in the evening, which narrates the story of four characters from history who made **Milan** the field of their actions and successes: **Leonardo da Vinci, Napoleon, Stendhal and Ernest Hemingway**.

There were many speeches on the connections between art, culture and food in the **Expo 2015** perspective, including **Antonio Covello** (*President Tecno Building Design*), **Silvia Bertolotti** (*President Epoché Service Integrator*), **Giovanni Zullo** (*El Mantin event*), **Laura Maltempi** and **Davide Gambato** (*Banca Mediolanum*), **Marcella Caradonna** (*ADR Accountants Foundation*), **Giancarlo Incerrano** (*Lattonedil*).

At the end of the event there was a screening of the video '**Chef Daniel for the Four Giants**' where chef **Daniel Canzian** (*Daniel Restaurant in Milan*) was interviewed by **Marco Eugenio Di Giandomenico** on the dishes he created and prepared in memory of the four '*giants*': **Leonardo da Vinci, Napoleon, Stendhal and Ernest Hemingway**. This was followed by a glittering and elegant dinner where the chef made the people present taste the original menu, to help them immerse themselves into the history, smells, tastes and beauty.

- **Collaboration in the production of the film 'Giants in Milan - Volume II' by Pino Farinotti directed by Andrea Bellati (December 2014).** **Marco Eugenio Di Giandomenico** provided part of the cultural content of the sections dedicated to **Gio Ponti** and **Alessandro Manzoni**, giving two talks within the film itself.

**Marco Eugenio Di Giandomenico** also directed all the film's communication activities, as well as *fundraising*, managing to raise interesting financial resources from companies and organisations that had never invested in cinema in the past.

**About the film (see [www.mymovies.it](http://www.mymovies.it)):** This is the second of 16 films in the framework of a History of Milan, also in view of the EXPO, with the contribution of the City Council through the Culture Department. The route is again dictated by... a bicycle. So as not to give the story an overly didactic and chronological structure. We will move from one topic to another in an agile and perhaps entertaining way.

After the four 'non-Milanese Milanese' giants of the first film (*Leonardo, Napoleon, Hemingway, and Stendhal*), Farinotti's focus is on other giants who came to the city from less distant places. We move on to a quick, fulminating history of Milan. From the Celtic settlement in the 5th century BC to the Second War of Independence that liberated Milan from the Austrians.

Francesco Alberoni's talk on the 'Milan of now', in cultural and sociological terms. Farinotti continued his story in front of the columns of San Lorenzo, where the statue of Constantine stands. The first Christian emperor issued his Edict of Milan in 313, which liberalised Christianity and is perhaps the most important 'charter' in history. Speech by Filippo Del Corno, Councillor for Culture of the Municipality of Milan. The bicycle takes Farinotti to the city's Public Gardens, where the monument to Indro Montanelli stands. Farinotti tells the story of the great Milanese Tuscan, 'live', having worked with him for a period. Speech by Mario Cervi, who shared a long path of collaboration and friendship with Montanelli. It was the turn of Enrico Mattei, founder of ENI, a man of action, a politician, a great communicator, a tireless commander. "The 'Italian oil man'. Bicycle and ride past Gio Ponti's 'Pirellone'. Ponti architect, artist, manager, intellectual, writer, publisher. Talent of applied art. One of the great Milanese of the world, of the 20th century. Marco Eugenio Di Giandomenico tackles the segment on Ponti the publisher and writer. He concludes with the greatest Milanese of all, Alessandro Manzoni. Professor Angelo Stella, president of the Centro Studi Manzoniani, is the testimonial. Farinotti is on the steps of the church of San Fedele, where Manzoni fell when he hit his head coming out of the 1873 Epiphany mass. He lived a few more months but his active and intellectual life ended on those steps, framed. But above all, Stella allowed Farinotti to enter the private rooms of Manzoni's house, which remained as they were then. Farinotti lingers in front of the bed where the 'Milanese' died and the final sequence sees him, moved, behind the desk, laying his hands on the wood where the writer worked.

2015

- **Collaboration in the production of the film 'Giants in Milan - Volume III' by Pino Farinotti, about the Duomo Theatre and the Teatro alla Scala, directed by Andrea Bellati (January and February 2015).**

**Marco Eugenio Di Giandomenico** provided part of the cultural content of the section devoted to **La Scala**, giving two speeches within the film itself.

**Marco Eugenio Di Giandomenico** also directed all the film's communication activities, as well as *fundraising*, managing to collect interesting financial resources from companies and organisations that had never invested in cinema in the past.

**About the film (see [www.mymovies.it](http://www.mymovies.it)):** Pino Farinotti's journey (strictly and ecologically by bicycle) through Milan and its history continues. This time at the centre of the narrative are two giants of marble and stone: the **Duomo Cathedral** and **La Scala**. It is not easy to make documentaries that are informative but at the same time retain a high level of information and a deep sense of culture. This third

episode of the *Giants in Milan* series is part of this small circle, confirming the style of the previous two but facing an additional difficulty. If, until now, the focus had been on distinguished personalities who have brought prestige to the city, now the focus is on two buildings. The risk of didactic presentation was lurking around every corner. Farinotti has consistently managed to dribble it out by making the monuments 'come alive' through the people who have admired their greatness but, at the same time, have contributed to it over the centuries or still do. Talking about Gian Galeazzo Visconti while discussing the Duomo Cathedral is a duty, but doing so, recalling the more or less hidden motivations but never forgetting how much this work in continuous evolution does not belong to the 'great' but to the entire city, is not rhetoric but awareness of a common feeling. Farinotti also manages not to make us listen to a single note of "O mia bela Madunina" (he prefers Woody Allen-esque music, which he cites as a New York mentor in the incipit) because even when he moves on to deal with *La Scala* and *Giuseppe Verdi*, he does not close himself off in a dangerous provincialism (however metropolitan). We talk with Alexander Pereira, of the link between Vienna and Milan and we also have a trip to Paris to recall the influence of the *Ville Lumière* on Verdi's opera. If the author dances (almost standing still) with Luciana Savignano or kisses Carla Fracci's hand, he does so to gratify his own ego, but at the same time offers the viewer the sensation of being in front not of 'icons' of art but of people who have lived, as well as brought to life, the most famous opera house in the world. This is the stylistic signature of a reading of a city that is presented without triumphalism but also without false modesty for what it has been, what it is and what it can once again become if it does not lose the memory of its own history.

- Conference "**Digital Technologies and Applied Arts. Community Incentives for ICT Innovation and New Frontiers of Educational Sustainability in view of EXPO 2015**", held on **19 March 2015** at the **Sala Napoleonica of the Brera Academy of Fine Arts in Milan**, organised by the **Department of Design and Applied Arts of the Brera Academy of Fine Arts** and its **Schools of New Technologies of Art and Artistic Design for Business**, with **Marco Eugenio Di Giandomenico**, well-known cultural manager and economist of the art of culture, as Chairman.

Interesting interdisciplinary, topical issues were addressed, also connected to the themes of the upcoming 2015 World Expo, namely:

- training issues with regard to digital skills, both basic and specific, of both citizens (key competences) and university students in order to ensure the best input-output in the digital creation and related enjoyment of the virtual artwork;
- how the new digital frontiers of ICT can contribute to enhancing territorial artistic identities, also with a view to promoting an international bridging capable of re-establishing 'aesthetic schools' or virtual 'artistic coteries', harbingers of new artistic trends and the emergence of new talents;
- how much the Expo 2015 themes can be promoted by advocating the diffusion of sustainable e-skills in the aforementioned sense and how to report on the diffusion of these skills through Corporate Social Reporting (CSR) tools.

After the interesting talk by **Marco Eugenio Di Giandomenico**, **Roberto Favaro** (Head of the Department of Design and Applied Arts Academy of Fine Arts of Brera), **Roberto Rosso** (Director of the School of New Technologies of Art Brera Academy of Fine Arts), **Antonello Pelliccia** (Director of the School of Artistic Design for the Enterprise Brera Academy of Fine Arts), **Antonio Ciurleo** (Coordinator of the Two-Year Course in Product Design of the School of Artistic Design for the Enterprise Brera Academy of Fine Arts), **Domenico Nicolamarino** (Coordinator of the Three-Year Course in Artistic Design for the Enterprise Brera Academy of Fine Arts), **Gabriele Perretta** (MEDEC Institute Medialismo CTS President), **Aldo Castelnovo** (IIPASS South America and the Caribbean President) and **Fernando Berardi** (EIPASS Italy).

- **On Thursday 23 April 2015, from 6:00pm, an event entitled 'Giants in Milan - Volume II', organised by the ETHICANDO Association of Milan, chaired by Marco Eugenio Di Giandomenico**, was held at the **Sheraton Diana Majestic Hotel, Viale Piave no. 42** in Milan. It was organised by the **ETHICANDO Association of Milan**, chaired by **Marco Eugenio Di Giandomenico**, in collaboration with the **Sheraton Diana Majestic Hotel** and various public and private entities, including **UNIT, Unit Communications, the Institute for Research and Training on Medialism and Cultural Economics (MEDEC Institute), Tecno Building Design, Epoché Service Integrator, I Viaggi delle Pleiadi, SC Light, Seghieri, Wylford Consortium**.

The event started at **6:00pm** and centred on the screening of the film '**Giants in Milan - Volume II**' by **Pino Farinotti**, directed by **Andrea Bellati**. It was promoted by '**Betting On Italy**' (**BOI**), the communication platform (events, higher education activities, and more) directed by **Marco Eugenio Di Giandomenico**, which organises cultural and artistic initiatives aimed at enhancing the typical Made in Italy in an international perspective, favouring 'bridging' with foreign cultures and territories.

The film in question, after **2014's 'Four Giants in Milan'**, which was met with great critical and public acclaim, is the second in the '**Giants in Milan**' series, promoted by the **City of Milan** and the **Museo Interattivo del Cinema (Fondazione Cineteca Italiana)** and various public and private

organisations, and tells the story of five great historical figures, **Emperor Constantine, Alessandro Manzoni, Giò Ponti, Indro Montanelli** and **Enrico Mattei**, who made the city of Milan the main backdrop for their personal and working lives in their respective historical eras.

Speakers included **Aldo Castelnovo**, president of the Italian-Uruguayan Chamber of Commerce, and **Guaman Jara Allende**, cultural aggregate of the Consulate General of Ecuador. Chairman of the event was **Marco Eugenio Di Giandomenico**.

The evening continued in the splendid spaces of the **Sheraton Diana Majestic Hotel**, recently restyled by **Baxter**, with an exclusive aperitif and dinner (dinner only for institutions and representatives of the initiative's partner organisations), in EXPO 2015 style, under the direction of two exceptional chefs, **Paolo Croce** (executive chef at the Diana Majestic Hotel) and **Andrea Battistella**, founder and owner of the well-known 'Dal Batti' restaurant in Alessandria.

On display during the evening was the photographic work entitled '**Gio Ponti**', dedicated to the great architect and the Pirellone, the architectural symbol of the Lombard capital, by the well-known artist **Roberto Rosso**, director of the **School of New Technologies at the Brera Academy of Fine Arts**.

- **Collaboration in the production of the film 'Giants in Milan - Volume IV and V' by Pino Farinotti, on Contemporary Art, directed by Giacomo Favilla (April and May 2015).**

**Marco Eugenio Di Giandomenico** provided part of the cultural content, giving a speech within the film itself.

**Marco Eugenio Di Giandomenico** also directed all the film's communication activities, as well as *fundraising*, managing to raise interesting financial resources from companies and organisations that had never invested in cinema in the past.

**About the film (see [www.mymovies.it](http://www.mymovies.it)):** *Part One: The Museum of the 20th Century. From the Futurists to Arte Povera. Royal Palace. Hall of the Caryatids. Public art and an institutional museum, the PAC. The Gallerie d'Italia, the market and art publishing. Milan as an experimental city for artists. Milan and art supported by private entities such as Trussardi Foundation with Massimiliano Gioni, Hangar Bicocca with a talk by director Vicente Todoli and Prada Foundation. Part Two: The Milan of private galleries. From the historic Giorgio Marconi who opened the Marconi studio in 1965 to Massimo De Carlo and Raffaella Cortese. The artist studios: from the historic Emilio Isgrò (via Alberto Garutti) to the emerging artists. The Milan of independent spaces and art in former suburban or working-class areas, with the example of Stecca 3.0 taken up by Stefano Boeri, now a trend, and the underground Milan of street art.*

- With great success, on **Wednesday 8 July 2015**, the inauguration event of the new internationalisation centre "**Expo 4 Aosta Street Milan**", in Via Aosta n. 4 in Milan, occurred with the title "**Excellence Portraits - Photographic Exhibition by Ferdinando Cioffi**", organised by **Unit Communications** and **TBD**, in partnership with the **Association Ethicando and the Institute for Research and Training on Medialism and Cultural Economics (MEDEC Institute)**, under the patronage of the **Italian Association of the Fondation Prince Albert II de Monaco onlus** and with the support of Offix General Contractor and Cugluf di Rosa Francesca Formenti.

The event was promoted by '**Betting on Italy**', the communication platform (events, high-level training activities and more) directed by **Marco Eugenio Di Giandomenico** that organises cultural and artistic initiatives aimed at enhancing the typical Made in Italy products, from an international perspective, favouring 'bridging' with foreign cultures and territories.

The event was also the occasion for the inauguration of the new 'Expo 4 Aosta Street Milan' event space, which represents a new concept of internationalisation hub for the city of Milan, in which important actors of Milanese and Italian culture and entrepreneurship will have the opportunity to meet and share, also culturally, in order to enhance their activities, also on the international scene.

The evening opened with speeches by **Marco Eugenio Di Giandomenico**, well-known cultural manager, Economist of Art and Culture, and **Antonio Covello**, well-known architect, and President of Techno Building Design s.r.l., which were followed by important speeches by prominent personalities from the Milanese cultural, artistic and entrepreneurial scene, and beyond, such as **Maurizio Codurri**, lawyer, President of the Italian Association of the Fondation Prince Albert II de Monaco onlus, **Cino Tortorella**, well-known television presenter and director, **Roberto Rosso**, well-known photographer, Director of the School of New Technologies of Art at the Brera Academy of Fine Arts in Milan.

This was followed by the presentation of the photographic volume and exhibition 'Excellence Portraits' by **Ferdinando Cioffi**, with the special participation of **Alberto Schieppati**, Director of **Artù magazine**.

This was then followed by a discussion and networking session, moderated by **Roberto Salvini**, a well-known exponent of the Italian radio and television world, in which, with the audience present, important issues related to new ways of entrepreneurial development and territorial valorisation and promotion of Milanese, Lombardy and Italian excellence were discussed in depth, with Expo 2015 in mind.

- The '**An evening with Bill Fontana**' event held at the **Sheraton Diana Majestic hotel** on **14 October 2015** was a great success, with a fantastic dinner by chef Paolo Croce and an exceptional performance by the great American sound designer **Bill Fontana**, who presented the sound installation he created in the days leading up to the event, all dedicated to the historic hotel in Viale Piave 42.

In fact, the famous sound artist was in Milan from 8 to 17 October 2015 to coordinate an international workshop, as visiting professor, as part of the Master SOUNDART - Sound design for art and entertainment in the creative industries, organised by the **ARD&NT Institute Consortium in Milan (Brera Academy of Fine Arts and Milan Polytechnic University)**.

And it was precisely in execution of this workshop, in collaboration also with the **ETHICANDO Association in Milan**, chaired by the well-known cultural manager **Marco Eugenio Di Giandomenico**, who was the evening's star performer together with **Giovanni Cellerino** (hotel manager), that Bill created a work dedicated to the Hotel Diana, which paid tribute to the hotel's ancient and illustrious origins.

This was the basis of the sound installation in question, where the artist, inspired by the elegant Art Nouveau structure of the Sheraton Diana Majestic and its luxuriant outdoor spaces, wanted to celebrate the memory of the presence of a swimming pool once placed under the fountain in the garden, to enhance the relationship between Milanese history and modernity through the element of water, the cornerstone of his artistic research for over forty years.

The 'Bagni di Diana – *The Diana Baths* - today the Sheraton Diana Majestic Hotel - was the first public swimming pool in Italy and was built in 1842. The establishment had a pool 100 metres long and 25 metres wide: a true paradise, a destination for the Milanese bon ton and more. Today, the hotel fountain with its namesake goddess recalls its splendour and prestige. Water is the primordial element bearer of life, the quintessential spagyric and vehicle of civilisation: the history of the Hotel Diana starts from it, and through it, is linked to the history of Milan. Bill Fontana sound designer and world-famous artist celebrated the Hotel Diana and its history through water in an installation unique in value and meaning. The sounds of the fountain linked to images of the site of the ancient pool - still existing today but hidden and guarded as the treasure of a tradition - were transformed through the artist's ingenuity into a work of art. Sound modernity and acoustic experimentation, intense dialogue with the place and its soul, an enjoyable multi-sensory and audiovisual experience, and the hotel as a new performative and listening space, as a stimulator of experimental and at the same time pleasant artistic ideations: the sound installation by the American Bill Fontana, the world's leading exponent of sound design, for the Sheraton Diana Majestic in Milan represented a unicum of extraordinary aural and experiential fascination.

Since the early 1970s, Bill Fontana has used sound as a sculptural medium to interact with and transform our perception of visual and acoustic spaces. Winner of the Ars Electronica and Collide@CERN awards, he has created sound sculptures and radio projects for museums and broadcasting organisations globally. His work has been exhibited at the Whitney Museum of American Art, the San Francisco Museum of Modern Art, the Museum Ludwig (Cologne), the Post Museum in Frankfurt, the art and science history museums in Vienna, Tate Modern and Tate Britain in London, the 48th Venice Biennale, the National Gallery of Victoria in Melbourne, the NSE Art Gallery in Sydney and the new Kolumba Museum. He has created major sound art radio projects for: the BBC, the European Broadcasting Union, the Australian Broadcasting Corporation, National Public Radio, West German Radio (WDR), Swedish Radio, Radio France, and Austrian National Radio.

- The gala evening at Milan's **Castello Sforzesco** dedicated to **Leonardo da Vinci's Feast of Paradise** was a great success.

**On Friday 16 October 2015**, at the Castello Sforzesco in Milan, starting at 8:00pm, the gala evening dedicated to the Feast of Paradise, staged on 13 January 1490 to celebrate the wedding of Duke Gian Galeazzo Sforza, nephew of Ludovico Maria Sforza known as 'il Moro', to Isabella of Aragon, was held with great success, under the artistic direction of Leonardo da Vinci.

The prestigious event, sponsored by **EXPO IN CITTA'** and the **Lombardy Institute Academy of Sciences and Letters**, was organised by the **ETHICANDO Association**, in collaboration with the **Municipality of Milan**, the **ARD&NT Institute (Brera Academy of Fine Arts and Milan Polytechnic University)**, the **Giuseppe Verdi Conservatory of Milan**, the **Antonio Carlo Monzino Foundation**, the **Association of Italian Maitres Restaurants and Hotels (A.M.I.R.A.)**, the **MEDEC Institute**, **UNIT Communications**, the **Leonardo da Vinci Centre**, **acena.info**, **Consorzio Parmigiano Reggiano**, **Trattoria Masuelli S. Marco**, **MCUBE S.p.a.** and various other organisations and companies.

The event was part of the well-known format **Betting on Italy (BOI)**, which represents a communication platform (events and more) directed by **Marco Eugenio Di Giandomenico**, who wants to promote international initiatives related to the promotion and enhancement of Italian culture and style in the world, with a special focus on issues related to art, cinema and 'sustainable food' in the EXPO 2015 perspective.

The great Renaissance festival was evoked, under the masterly direction of Marco Eugenio Di Giandomenico, on five main themes:

- eno-gastronomic, thanks to the intervention of **Giovanni Zullo**, chef **Massimiliano Masuelli** and a number of A.M.I.R.A. members, including **Valerio Beltrami** and **Antonio Di Ciano**, with the organisation of an aperitif and a gala dinner whose menu was inspired by the 15th-century;
- of sound design, thanks to the performance of the world-famous American sound designer **Bill Fontana**, who, during his stay in Milan from 8 to 17 October 2015, coordinated an international workshop, as visiting professor, within the framework of the **Master SOUNDART - Sound design for art and entertainment in the creative industries**, organised by the **ARD&NT Institute Consortium in Milan (Brera Academy of Fine Arts and Milan Polytechnic University)**, creating a sound installation that proposes the sounds of the castle at the time of the Feast of Paradise;
- cinema, through the projection of an audiovisual extract from some films in the series '**Giants in Milan**' by **Pino Farinotti**, directed by **Andrea Bellati**, with a special focus on Leonardo da Vinci and the Castello Sforzesco;
- music, through the performance of a concert of Renaissance music by the **Giuseppe Verdi Conservatory of Milan**, which opened the gala dinner;
- painting, through the exhibition in the premises, where the gala dinner was held, of two works dedicated to Leonardo da Vinci by artist **Davide Foschi**.

The event, elegantly hosted by **Marco Eugenio Di Giandomenico** and **Daniela Azzola**, which was attended by some 300 people in the castle's fantastic nocturnal setting, was attended by important personalities from the world of art, culture and institutions, including **Carla Fracci**, **Bill Fontana**, **Mario Boselli**, **Pino Farinotti**, **Andrea Bellati**, **Emanuele Viscuso**, **Davide Foschi**, **Roberto Favaro**, **Roberto Rosso**, **Francesco Piccolo**, **Giuseppe La Spada**, **Roberto Salvini**, **Franco Scepi**, **Giovanni Zullo**, **Mike Sponza**, **Emanuela Mattioli**, **Andrea Monzino**, **Andrea Bandel**, **Aldo Castelnovo**.

Other supporters of the initiative included: '**Michele CEA**' Award, **Canale Europa**, **Dentro Milano TV**, '**Ristorazione & Ospitalità**' magazine, '**Milan concierge information**' magazine, **Cantine Post dal Vin**, **Fratelli Longoni**, **Mario Fongo 'Il Panaté'**, **Dolomia**, **Alti Formaggi**, **Tec Al**, **Garzanti Specialties**, **Euro Motors Italia**, **TBD**, **Domonest**.

- **On Wednesday 28 October 2015**, the exhibition/event entitled '**Sublimis. The world as seen beneath the surface**', inaugurated on 19 October and was organised by the **Recodewater Association**, in collaboration with **Ethicando Association of Milan**, the Patronage of the **Milan Triennale**, the **Italian Association of the Fondation Prince Albert II de Monaco onlus** and the **Japan Cultural Association in Italy**, and with the support of public and/or private entities including **Tim4Expo**.

This interesting initiative, in the context of EXPO 2015, was artistically conceived and realised by **Giuseppe La Spada**, who was also able to count on the precious contribution of **Marco Eugenio Di Giandomenico**, economist of art and culture and well-known cultural manager, and the artistic contribution of **Calembour, Catodo, Christian Fennesz, Giuseppe Cordaro and Corrado Nuccini, Lisa Masia (Lilies on Mars), Ben Frost, Taylor Hayward**, aimed to bring out and enhance the close relationship between human beings and water, the oil of the third millennium, with a view to a more conscious, sustainable and guaranteed consumption of natural resources for future generations.

The exhibition, accompanied by a digital catalogue containing interviews with contemporary scientists, philosophers, and physicists on the subject of "What is Water", and consisting of interactive installations, contemplative videos, immersive videos (multimedia and interactive), also boasted a sound work written for the occasion by **Oscar winner Ryuichi Sakamoto** and contributions by other international artists.

Sublimis, which in Latin refers to the lofty, here took on the connotation derived from the two terms 'sub' and 'silt', literally 'under the mud', as it emphasises the state of ugliness that is settling by human hands on nature and geological beauty.

The opening evening, with a large audience, in addition to **Marco Eugenio Di Giandomenico** and **Giuseppe La Spada**, saw speeches by **Simeone Scaramozzino, of Recodewater, Maurizio Codurri, President of the Italian Association of the Fondation Prince Albert II de Monaco onlus, Alberto Moro, President of the Japan Cultural Association in Italy**, and important managers of the Milan Triennale Museum.

- With great success on **Friday 18 December 2015**, the first edition of the international event to promote new socio-cultural systems of urban coexistence entitled "**Wonderful Frontiers of Civil Coexistence**" (**MeFCoCi-I**) was held at the **Dal Verme Theatre in Milan**, on the theme '**Art for Sustainable Use of Public and Condominium Urban Spaces**', organised by **Domonest Italia of Milan**, in collaboration with **Gesticond, Associazione Europea Consumatori Indipendenti - European Association of Independent Consumers (AECI), Ethicando Association, INCER Institute, UnipolSai Insurance, Include and the Leonardo da Vinci Centre**.

The event was part of the well-known format **Betting on Italy (BOI)**, which is a communication platform (events and more) directed by **Marco Eugenio Di Giandomenico**, who wants to promote international initiatives related to the promotion and enhancement of Italian culture and style in the world, with a special focus on issues related to art, cinema and 'sustainable food' in line with the main drivers of the great Universal Exhibition 2015.

After introductory speeches by **Marco Eugenio Di Giandomenico** (economist of culture and art; chairman of the event), **Pasquale Addisi** (Domonest Italia President), **Massimo Balgiacchi** (Gesticond National President), **Ivan Marinelli** (AECI National President), **Leonardo Peruffo** (AECI National Secretariat), **Guido Rossi** (Interuniversity Centre for Actuarial Science and Risk Management) the **Christmas choir of I Piccoli Cantori di Milano** (formerly the inaugural choir of EXPO 2015) opened the technical-scientific section of the event entitled "The physical and metaphysical places of the condominium for the artistic-cultural promotion and for new consciences of collective building: status quo of the legislative discipline on mediation and condominium management, minimisation and risk management".

Speakers included **Marco Eugenio Di Giandomenico** (Lecturer at the Brera Academy of Fine Arts in Milan), **Marcella Caradonna** (Member of the Steering Committee of the Fondazione ADR Accountants, ODCEC Milan), **Marcello Guadalupi** (Vice President of the Order of Chartered Accountants and Accounting Experts of Milan), **Carmine Di Filippo** (ODCEC Milan, CEO Nexperia), **Guido Rossi** (Interuniversity Centre for Actuarial Science and Risk Management).

At 6 p.m., the section of the event entitled 'Arts, Culture, Territorial Typicalities Towards the New Planetary Renaissance of the Third Millennium' began with a speech by **Aldo Castelnovo** (President of the Italian-Uruguayan Chamber of Commerce) on the topic of 'EXPO 2015: cultural & arts bridging with Uruguay in the wake of the great Universal Exhibition'.

This was followed by the presentation and screening of the film '**Tribute to Ennio Morricone - The Discreet Charm of a Genius**' by **Adriano Pintaldi** (President of the Roma Film Festival), with a focus on the great international composer, and a moment dedicated to the Fondazione Nuovo

Rinascimento, with an extraordinary intervention by the evolutionary artist **Davide Foschi** (President of the Fondazione Nuovo Rinascimento) and a performance by the actor **Maurizio Dosi**.

From 7.15 p.m. onwards, there were various moments of entertainment thanks to performances by singer **Toni Santagata** (who passed at the age of eighty), actress and TV presenter **Antonella Salvucci**, the great Russian musician **Danila Musikhin**, the **Young Talents Conservatory of Milan** and **Domo Emigrantes feat Pino Lentini**.

The event was also characterised by the elegance of the hospitality and, last but not least, the graphic information by the well-known Sicilian artist **Salvatore Morgante**.

2016

- **On Wednesday, 27 January 2016**, from 8:00 p.m., the award ceremony for the "**Ethics and Society 2015**" Prize (fourth edition) was held at the **Antica Corte Pallavicina Relais, in Strada Palazzo due Torri n. 3, in Polesine Zibello (PR)**, organised by the **ETHICANDO Association** of Milan and the **Antica Corte Pallavicina Relais**, in collaboration with various public and private entities, including UNIT, UNIT Communications, acena.it and, and with the patronage of the **Municipality of Parma**, the **Municipality of Polesine Zibello (PR)**, the **Lombard Institute Academy of Science and Letters of Milan**, the **Fondation Prince Albert II de Monaco ONLUS** (Italian branch association), the **Cenacolo Bagutta of Milan**, the **ARD&NT Institute** (Brera Academy of Fine Arts and Milan Polytechnic University), and the MEDEC Institute of Milan.

The '**ETICA E SOCIETA' (ETHICS AND SOCIETY)** Award, chaired by **Marco Eugenio Di Giandomenico**, was assigned for 2015, in its fourth edition, to chef **Massimo Spigaroli**, awarded a Michelin star in 2011, mentor and undisputed leader of the Antica Corte Pallavicina 'system', which includes not only one of the most beautiful national Relais with the famous restaurant, but also an ancient farm and breeding business with the production and preservation of culatelli and cured meats according to century-old procedures. This was undoubtedly a prestigious acknowledgement that enhances those who, in the course of their ordinary work activities, carry out initiatives or perform courses of action that have a positive impact on the community, also in terms of territorial enhancement, and therefore have a high ethical-social content and implication.

ETHICANDO Association, a Milan-based private cultural institution (NPO) operating since 2008, which has always organised the award and is now an undisputed promoter and player of many artistic and cultural initiatives not only in Italy, intends to play an active role in contributing to social and economic development, the promotion of cultural, scientific, and technological growth and the enhancement of ethical reporting systems.

The fil-rouge of the evening was undoubtedly Leonardo da Vinci, who on one of his journeys along the Peninsula undoubtedly stayed at the Pallavicina Court and who also displayed his genius in the kitchen, elaborating recipes and even inventing the napkin at the court of Ludovico il Moro. On the evening of the award ceremony, the great chef Spigaroli proposed a fantastic dinner to the selected guests, with a menu and mise en place that evoked the commitment and memory of this incredible figure from history also in the field of food and wine and bon ton at the table.

The dinner was the second 'instalment' of the '**Leonardo at the Table**' event, which made its debut with the Dinner of Paradise, organised with great success at the Castello Sforzesco on 16 October 2015, in the presence of institutional authorities and personalities from the world of culture and art.

The event was part of the well-known format **Betting on Italy (BOI)**, which is a communication platform (events and more) directed by **Marco Eugenio Di Giandomenico**, who wants to promote international initiatives related to the promotion and enhancement of Italian culture and style in the world, with a special focus on issues related to art, cinema and 'sustainable food', in perfect line with the just passed Great Universal Exhibition (EXPO 2015).



**Marco Eugenio Di Giandomenico**, chairman of the prestigious evening, wore a sartorial suit prepared ad hoc by stylist **Mia Ricci** of the well-known Lombard fashion label **Pantero Pantera**, inspired by the captain of the same name who lived in the 16th century, which combines elements of the most classic Made in Italy with an all-Anglo-Saxon New Dandy and with a touch of London Sixties.

The event was attended by illustrious representatives from the world of institutions, academia and art, including Federico Pizzarotti (Mayor of the City of Parma), Cristiano Casa (Councillor for Productive Activities, Tourism, Commerce, Urban Security, T.S.O. of the Municipality of Parma), Adriano Pintaldi (President of the Rome Film Festival), Cino Tortorella (director, author, TV host), Maurizio Codurri (President of the Italian Association Fondazione Prince Albert II de Monaco ONLUS) Stefano Maiorana (Vice President of the Lombard Institute Academy of Science and Letters of Milan), Cecilia Gayle (well-known Costa Rican singer), Marcella Caradonna (Member of the Steering Committee of the ADR Accountants Foundation - Rome, ODCEC Milan), Antonio Ciurleo (Lecturer at the Brera Academy of Fine Arts in Milan) Roberto Rosso (Lecturer Brera Academy of Fine Arts of Milano), Antonio Covello (President TBD), Giovanni De Santis (President DNA Distribution), Fara Antonelli (artist), Daniela Alviani (Movie Producer), Mia and Pier Carlo Ricci (Pantero Pantera), local dignitaries such as Manuela Amadei, Leonida Grisendi and Mariella Russo, as well as a performance by the well-known Russian master clarinetist Danila Musikhin, who delighted guests with a selected performance of classical pieces, in harmony with the cultural drivers of the evening.

Food & drink columnist Giovanni Zullo provided some cultural insights of an eno-gastronomic nature in relation to the prestigious gala dinner directed by Massimo Spigaroli.

- On Wednesday **23 March 2016**, from 8:00pm, at the **Fashion Dessert Bar & Restaurant Tiramisù Delishoes**, in Via Marco Formentini no. 2 in Milan, an event entitled '**A dinner with Elizabeth**' was held, on the occasion of the fifth anniversary of the death of the timeless Hollywood diva **Elizabeth Taylor**, which occurred on 23 March 2011.

The event, which had a high cultural connotation as it sought to promote the great American and Italian cinema of the 1950s and 1960s through one of its undisputed protagonists (Liz Taylor, indeed!), was organised by the **ETHICANDO Association**, chaired by **Marco Eugenio Di Giandomenico**, in collaboration with Tiramisù Delishoes and **ARD&NT Institute** (Brera Academy of Fine Arts and Polytechnic University) in Milan.

The evening, which featured the screening of the docufilm "**Elizabeth Tribute**", the docufilm "**Io & Liz**" (*Liz & I*) made by the Swiss Italian State TV (TSI La1), appetizer & gala dinner with guests from the world of culture and institutions, was part of the well-known format **Betting on Italy (BOI)**, which is a communication platform (events and more) directed by **Marco Eugenio Di Giandomenico**, which aims to promote international initiatives related to the promotion and enhancement of Italian culture and style in the world, with particular attention to issues related to art, cinema and 'sustainable food' in line with the main drivers of the great Universal Exposition 2015.

The Fashion Dessert Bar & Restaurant Tiramisù Delishoes was the ideal location to commemorate the great diva, icon of luxury lifestyle in the world. In fact, located in the heart of Brera, a district that redefines Milanese shopping in a slow key, amidst luxurious boutiques and romantic restaurants, it combines food & drink, with a very refined menu, with fashion, through the display of fashion accessories by the best Italian artisans, giving the customer/visitor emotions of beauty and taste, in perfect symbiosis.

Also speaking was **Marina Castelnovo**, presenter and actress, **Liz Taylor's** official look-alike, who has been promoting the style and artistic-cultural message of the great Hollywood actress all over the world for more than twenty years, also thanks to the diva's acknowledged aesthetic resemblance.

The precious photographs of the evening were taken by **Vaifro Minoretti**, the well-known celebrity photographer.

- The FESTIVAL DEL NUOVO RINASCIMENTO - NEW RENAISSANCE FESTIVAL 2016 (from 20 May to 1 June 2016), at the **Spazio Ex Fornace in Alzaia Naviglio Pavese 16** in Milan, conceived by **Davide Foschi** and organised by the **Centro Leonardo da Vinci**, with the patronage of Zona 6 Comune di Milano, **Marco Eugenio Di Giandomenico** curated the participation of exceptional international guests such as the great director **Pupi Avati** and his brother **Antonio Avati**, Roma Film Festival President **Adriano Pintaldi**, actor **Lino Capolicchio** and film producer **Daniela Alviani**. The 2016 edition of the New Renaissance Festival was divided into different moments of confrontation:

- on the artistic theme, with exhibitions by the Centro Leonardo da Vinci, the Movimento del Metateismo and the Centro Studi Milano '900
- on the cultural theme, with musicians, actors, writers, directors who made their stylistic research a unique intimist and essential path, marked by a New Humanism
- on the economic theme, with entrepreneurs and companies that distinguished themselves in their work
- on the subject of food and wine, with important restaurateurs who based new dishes and menus on the New Renaissance

Thirteen days of meetings and debates open to the public, with prestigious organisations, companies and associations including: F.I.D.A.P.A. BPW-Italy sez. Milano, City Life Magazine, Tutti più Educati, Consulta Femminile Interassociativa di Milano, Ethicando Association, Confesercenti, Centro Studi Milano '900, Progetto Robur, Casa Museo Spazio Tadini, Domonest, Youmandesign 4NR, Onyrico, Ross Metacoach, Artistivi, E2OwebTv, MilanoArteExpo, Anime Nascoste, Unica srl, Studio Dentistico Tortona 30, Centro Odontoiatrico Vannucchi & C., Ariosto S.p.A., New Renaissance chefs and restaurants.

During the inaugural evening, the first edition of the **2016 MICHELE CEA PRIZE**, which was awarded to the great Sicilian artist **Salvatore Morgante**, was a special highlight.

- The event: NUOVI PONTI DI BELLEZZA TRA LE ARTI SOSTENIBILI ATTRAVERSO LE NUOVE TECNOLOGIE - NEW BRIDGES OF BEAUTY BETWEEN SUSTAINABLE ARTS THROUGH NEW TECHNOLOGIES (1st Edition; chairman and art director of the event: **Marco Eugenio Di Giandomenico**) organised in Milan by **ARD&NT Institute** (Brera Academy of Fine Arts and Milan Polytechnic) ([www.ardent-institute.it](http://www.ardent-institute.it)) and by **ETHICANDO Association** ([www.ethicando.it](http://www.ethicando.it)) in collaboration with La Triennale di Milano, as part of the **XXI Triennale International Exhibition**, on the two days of 6 September 2016, at EXPOGATE, and 8 September 2016, at La Triennale.

The event, among those of **EXPOINCITTA' (EXPO IN THE CITY)** of the City of Milan, also organised in collaboration with the **Department of Design and Applied Arts, the School of Artistic Design for the Enterprise** and the **School of New Technologies of Art of the Brera Academy of Fine Arts in Milan**, as well as the various partners of the masters courses implemented by the ARD& NT Institute for the 2016/2017 academic year, with a view to promoting the teaching and scientific research activities of the ARD& NT Institute itself, addressed the topic of the new frontiers of sustainable art in the age of new **technologies**.

Highly topical issues in the art world in the age of new technologies were analysed. How are the modes of expression of creativity evolving and what opportunities do they offer the new generations? What are the sustainability profiles of art today and what development is expected in the next decade? How do emerging technologies impact on classical art categorisations and what are the new bridges and areas of contact? What is the role of the new media in communicating and making cultural initiatives accessible also internationally?

The two days alternated between institutional and scientific speeches, moments dedicated to international actors of excellence in the field of reference (including The GLASS to GLASS PUZZLE System and The AZCrystal by Azzimonti System of Azzimonti Paolino Spa), artists' performances and workshops that also involved students and professors of the master courses.

The event was held in partnership with MCUBE Spa and its partners, Attilio Todaro real estate, Azzimonti Paolino S.p.a. and its partners, LP Energy, and under the patronage of Planet Life Economy Foundation.

Among the participants (in order of appearance): **Roberto Favaro** (ARD&NT Institute President, Head of the Department of Design and Applied Arts Brera Academy of Fine Arts in Milan), **Marco Eugenio Di Giandomenico** (Economist Art and Culture, ETHICANDO Association President), **Filippo Paolo Barberis** (Councillor Delegate Environment and Youth Policies Metropolitan City of Milan) **Jiang Bo** (Presidente Shanghai Film Art Academy), **Roberto Rosso** (Director of the Photography Master), **Giovanni Azzimonti** (Presidente Azzimonti Paolino Spa), **Marco Marinacci** (Milan Polytechnic University), **Kim Pilhoon** (Director fo the Master in Special Effects for Digital Animation- VFX), **Bruno Muzzolini** (Director of the Master in Video Art & Filmmaking - VAF), **Marcella Caradonna** (ADR Accountants Rome), **Filippo Del Corno** (Councillor for Culture, Municipality of Milan), **Andrea Cancellato** (General Manager La Triennale Foundation in Milano), **Manlio Romanelli** and **Mike Sponza** (MCUBE Spa), **Antonio Ciurleo** and **Gabriele Cappellato** (L'Altro Design Master's Directors), **Elisabetta Gonzo** and **Enrico Maria Davoli** (members of the L'Altro Design Master's Ordinary Committee), **Alessandro Mendini** and **Fulvio Irace** (artists), **Maria Antonietta Porfirione** (PLEF).

At 6.30 p.m. in the garden of the Triennale there was the WORKSHOP of the SOUNDART Master "Perception of Sound Environments. The Beauty of Art Interpreted by Music" curated by Alessio Zini and Valeria Di Sabato, with the extraordinary participation of Danila Musikhin (Clarinetist), introduction by Mike Sponza (MCUBE Spa) and Marco Eugenio Di Giandomenico.

The event on 8 September, ended, from 9:00pm to 11:00pm, in the Garden of La Triennale, with the beautiful jazz concert **CROONER JAZZ CONCERT** by the trio directed by maestro **Enrico INTRA**, together with Marco Vaggi (double bass) and Tony Arco (drums), dedicated to Tony Bennett, the American singer considered the last great American crooner, after Dean Martin, Frank Sinatra and Perry Como.

The jam session was presented by **Marco Eugenio Di Giandomenico**, actresses and TV presenters **Antonella Salvucci** and **Marina Castelnovo** (Elizabeth Taylor's lookalike performer) and music critic **Maurizio Franco**.

The concert featured the extraordinary participation of the well-known 1960s singer **Renato Di Giandomenico (a.k.a. Renato Doney)**, who at the age of eighty-three, with perfect vocals, like a crooner in the best American tradition, returned to the stage in grand style by performing some of Tony Bennett's hits.

*Renato Doney was an active singer on the international scene from 1956 until 1965, when he married Olga Maria Vitocco. Nine years of artistic activity dense with successes not only in Italy (especially in Rome, Florence, and Milan), with various tours in Europe (Germany above all) and Africa. He won two 'silver microphones' (a prestigious RAI artistic award in the 1950s for young emerging talents in the singing field), one in 1956 and the second in 1957, awarded directly to him during the prize-giving ceremony by the then President of the Republic Giovanni Gronchi. He performed together with other young musicians of the time, who later became famous by continuing their artistic activity, such as Giorgio and Franco Bracardi and Nicola Arigliano.*

Photos were taken by Vaifro Minoretti, Ambrogio Trezzi, Pierre Feniello, Giovanni Zullo, Roberto Rosso.

- On Wednesday 19 October 2016, from 7:00pm, at Villa Sormani Marzorati Uva in Missaglia (LC), Piazza Sormani n. 1, the first edition of the event '**A gala dinner in Brianza with ...? Artistic exclusive events in Villa Sormani Marzorati Uva**' (abbreviated as "VSMU") took place, born from an idea of the well-known writer, economist and manager of culture and art **Marco Eugenio Di Giandomenico** ([www.marcoeugeniodigiamdomenico.com](http://www.marcoeugeniodigiamdomenico.com)) and Count **Alberto Uva**, a member of the family that owns the historic residence of the same name.

The event was organised by the **ETHICANDO Association** ([www.ethicando.it](http://www.ethicando.it)) and its partners and was sponsored by the **ARD&NT Institute in Milan** (Brera Academy of Fine Arts and Milan Polytechnic University) (<http://www.ardent-institute.it>), an organisation that deals with research and higher education in the various artistic disciplines from a sustainable perspective.

The event was also part of the communication platforms **Betting On Italy (BOI)** and **Betting On Lombardy (BOL)**, directed by **Marco Eugenio Di Giandomenico**, which promote new procedures for sustainable territorial valorisation that optimise the expectations of the stakeholders involved, as well as media initiatives and events in general for the best communication, also in an international key, of the so-called Made in Italy.

The objective in question was twofold.

On the one hand, that of enhancing Villa Sormani Marzorati Uva and promoting the territory of Missaglia and Brianza by publicising its production excellence, especially in the wine and food sector, so that each event could become a real bridging between various arts (music, architecture, painting, sculpture, design, fashion, literature, food & drink, etc.), without forgetting life style, i.e. everything that connotes a person's style with a view to his or her physical and inner well-being.

On the other, that of creating opportunities for creative growth and educational advancement: where young artistic talents can express themselves in a historical context of great exclusivity and beauty, in the presence of a very select audience, so that the teachers of the prestigious masters' courses created by the ARD&NT Institute in partnership with ETHICANDO Association could turn these events into multidisciplinary workshops for their students.

The event started at 7 p.m. with the registration of guests and a musical overture by master clarinetist Danila Musikhin with a clarinet variation on film music. After introductory speeches by Marco Eugenio Di Giandomenico and Alberto Uva, Alberto Rossi Todde, renowned plastic surgeon, head of plastic surgery at the Pavia Hospital and lecturer at UNIMI, entertained the distinguished guests with a disquisitio entitled 'The Parameters of Human Beauty', which was followed by a discussion on beauty attended by, among others, Roberto Rosso, full professor and director of the School of New Technologies at the Brera Academy of Fine Arts in Milan, Antonio Ciurleo, full professor and director of the School of Artistic Design for the Enterprise at the Brera Academy of Fine Arts in Milan, Marcella Caradonna, director of the ADR Accountants Foundation - Rome (ODCEC of Milan).

An appetiser and gala dinner followed at 9pm.

At 11 p.m., after a tasting of grappas offered by Distilleria Gualco di Silvano D'Orba (AL), Count Alberto Uva took guests on a guided tour inside Villa Sormani Marzorati Uva, a 17th-century palace in the centre of the town of Missaglia, with a history that spans the centuries up to the Roman era. From a Roman castrum, it became a palace with an aristocratic chapel dedicated to the Blessed Virgin called Santa Maria in Castro (13th century) and was then acquired in 1648 by Don Paolo Sormani as part of his fiefdom of Missaglia and Brianza. Today Alberto Uva and his brothers are the heirs and owners of this beautiful and evocative historic residence.

The event ended at midnight.

- On Saturday 10 December, at 6 p.m., the film '**IL PICCOLO. Giants in Milan**' directed by **Andrea Bellati** was screened. The presentation of the eighth volume of the journey between past and present, conceived by **Pino Farinotti**, which this time centred on the Piccolo Theatre in Milan and its history, was organised in collaboration with the **Associazione Ethicando**, chaired by **Marco Eugenio Di Giandomenico**.

Guest of honour for the evening **Ornella Vanoni**. Chairman of the event: **Marco Eugenio Di Giandomenico**

*Claudio Abbado said: "Culture is a primary good like water; theatres, libraries, cinemas are like so many aqueducts." Pino Farinotti has decided on this occasion to place at the centre of his research a mighty 'aqueduct' that has made Milan known even in countries where it had never been heard of. One show above all, Harlequin Servant of Two Masters – Il Servitore di due Padroni, is enough to prove this. The text is by Goldoni, as is well known. But it is equally well known that over time it has become the work of Strehler and Soleri as well as the Piccolo. Likewise, many productions of the Milanese theatre*

*par excellence* have entered the history of theatre culture. Farinotti leaves ample space for the most diverse voices. Giorgio Strehler and Luca Ronconi occupy the proscenium with speeches that remind us how the past of the Greats is never behind us but continues to nourish the present. Alongside them, the testimonies of those who knew them by treading the boards of the stage and those who enjoyed the fruits of those collaborations "feeling goosebumps", as Maurizio Porro recalls. With the appointment of Sergio Escobar as director in 1998, the Piccolo strengthened its identity as the Theatre of Europe. It is Escobar himself who recounts the artistic-cultural evolution and his long collaboration with Luca Ronconi. Farinotti does not forget that Art needs patrons and organisers, and therefore recalls the figure of Mayor Greppi, who strongly wanted the Piccolo Theatre (even against those who even then thought that culture did not feed and was therefore of secondary value), making those who sat in his place, Giuliano Pisapia, remember him. Then the figure of that great cultural manager (even if this term was not in common use at the time) Paolo Grassi hovers over everyone, capable of great quarrels with his friend Giorgio Strehler, heated confrontations from which unforgettable performances resulted. Farinotti twice recalls the Strehler/Carpi song 'Ma mi' which ends with 'Mi parli no! (I do not speak)'. This is the right way to reaffirm values of coherence and courage by honouring an institution in which speech became life and a proposal for reflection. This edition is curated by Stefano Massini (author and artistic consultant of the Piccolo Teatro), Giulia Lazzarini (actress), Ornella Vanoni (actress and singer), Marco Eugenio Di Giandomenico (art economist), Ferruccio De Bortoli (journalist) and Andrea Camilleri (writer).

- On Thursday, 22 December 2016, from 2:00pm to 6:00pm, the event GIANTS IN MILAN - SUSTAINABLE ART, organised by **ETHICANDO Association** ([www.ethicando.it](http://www.ethicando.it)), chaired by **Marco Eugenio Di Giandomenico** ([www.marcoeugeniodigiandomenico.com](http://www.marcoeugeniodigiandomenico.com)), in partnership with **ARD&NT Institute** (Brera Academy of Fine Arts and Polytechnic University of Milan), chaired by **Roberto Favaro**, was held at the Brera Academy of Fine Arts in Milan, Viale Marche, 71.

The initiative was also carried out in collaboration with the **Department of Design and Applied Arts**, also headed by **Roberto Favaro**, and the related **Schools of Artistic Design for the Enterprise**, directed by **Antonio Ciurleo**, and of **New Technologies of Art**, directed by **Roberto Rosso**, of the **Brera Academy of Fine Arts in Milan**.

The event consisted in the presentation and screening of the film GIANTS IN MILAN - SUSTAINABLE ART, by **Marco Eugenio Di Giandomenico**, directed by **Andrea Bellati**, with the special participation of **Pino Farinotti** and speeches by **Marina Messina** (Director Polo Musei Storici e Musei Archeologici), **Giovanna Mori** (Curator in charge of Castello Sforzesco), **Claudio Salsi** (Superintendent and Director of the Superintendency Sector Castello, Archaeological Museums and Historical Museums), **Don Gianantonio Borgonovo** (Archpriest of the Duomo and President of the Veneranda Fabbrica), **Ferruccio De Bortoli** (Journalist), **Carla Fracci** (étoile), **Francesco Alberoni** (Sociologist, essayist and writer), **Rossella Farinotti** (Art Critic), **Emilio Isgrò** (Artist), **Fernando Mazzocca** (Art Historian), **Francesco Martelli** (Head of the Cittadella degli Archivi, Municipality of Milan), **Sergio Escobar** (Director of the Piccolo Theatre).

*The film, produced by Ethicando Association, deals with Milan's main monuments and artistic heritage (the Duomo Cathedral, La Scala, the Castello Sforzesco, etc.) and some great Milanese personalities (Leonardo da Vinci, Alessandro Manzoni, Napoleon, Gio Ponti, etc.). Marco Eugenio Di Giandomenico, through in-depth focuses on the aforementioned monuments and personalities, artistically described in the film by Pino Farinotti, illustrates the main aspects of the sustainability of Milanese culture and art in the post-Expo 2015 period, also in terms of the impact on all the stakeholders involved (Milanese citizens first and foremost!), providing some interesting insights into the impact of the system of major events on the internationalisation of the Lombard capital.*

The event started at 2:00pm with the registration of participants.

At 2.30 p.m. there was an introductory speech by Marco Eugenio Di Giandomenico, economist of art and culture, lecturer at the Brera Academy of Fine Arts and chairman of the event, followed by a musical performance by master clarinetist Danila Musikhin.

From 3:00 p.m. to 4:00 p.m. speakers included: Roberto Favaro (Head of the Department of Design and Applied Arts at the Brera Academy), Antonio Ciurleo (Director of the School of Artistic Design for Business at the Brera Academy), Roberto Rosso (Director of the School of New Technologies of Art at the Brera Academy), Pino Farinotti (Writer, Author, Film Critic), Andrea Bellati (Director), Giovanni De Santis (President of DNA Distribution).

At 4:00pm there was a screening of the film *GIANTS IN MILAN - SUSTAINABLE ART*, followed by a discussion on the topic of sustainable art and culture. At 6:00pm the event ended.

2017

- The first 2017 edition of the event "*A gala dinner in Brianza with ...? Artistic exclusive events in Villa Sormani Marzorati Uva*" (abbreviated as 'VSMU') entitled '*On the trail of the Templars in Villa Sormani Marzorati Uva - Sulle tracce dei Templari in Villa Sormani Marzorati Uva*' took place. The event was conceived by the well-known writer, economist and manager of culture and art **Marco Eugenio Di Giandomenico** ([www.marcoeugeniodigiandomenico.com](http://www.marcoeugeniodigiandomenico.com)), organised by the **ETHICANDO Association** ([www.ethicando.it](http://www.ethicando.it)) and its partners, and sponsored by the **ARD&NT Institute of Milan (Brera Academy of Fine Arts and Polytechnic University of Milan)** (<http://www.ardent-institute>). It was part of the communication platforms **Betting On Italy (BOI) and Betting On Lombardy (BOL)**, directed by **Marco Eugenio Di Giandomenico**, which promote new procedures for sustainable territorial valorisation that optimise the expectations of the stakeholders involved, as well as media initiatives and events in general for the best communication, also in an international key, of the so-called Made in Italy.

The objective of the format was twofold. On the one hand, it was to valorise Villa Sormani Marzorati Uva and promote the territory of Missaglia and Brianza by promoting its productive excellence, especially in the wine and food sector, so that each event could become a real bridge between various arts (music, architecture, painting, sculpture, design, fashion, literature, food & drink, etc.), without forgetting lifestyle, i.e. everything that connotes a person's style with a view to his or her physical and inner well-being. On the other hand, it was to create opportunities for creative growth and educational advancement: young artistic talents could express themselves in a historical context of great exclusivity and beauty, in the presence of a very select audience, and the teachers of the prestigious masters' courses organised by the ARD&NT Institute in partnership with ETHICANDO Association could turn these events into multidisciplinary workshops for their students.

The event started at 7 p.m. with the registration of guests, an appetiser, and a musical overture by master clarinetist **Danila Musikhin** with a variation for clarinet on film music. **Barbara Frale**, a well-known medievalist historian, an expert on the history of the Templar Knights, and an official at the Vatican Secret Archives, entertained guests with a disquisitio entitled 'The Templars and Brianza', followed by a discussion in which participants included **Roberto Rosso**, full professor and director of the School of New Technologies at the Brera Academy of Fine Arts in Milan, and Antonio Ciurleo, full professor and director of the School of Artistic Design for Business at the Brera Academy of Fine Arts in Milan.

A gala dinner followed at 9 pm.

- Successfully, on Friday, 24 February 2017, from 6:00pm, at the Sala del Grechetto of Palazzo Sormani in Milan, via Francesco Sforza n. 7, **Ethicando Association** ([www.ethicando.it](http://www.ethicando.it)) in collaboration with the **Municipality of Milan, Biblioteca Centrale**, organised the event '*Sustainable Fashion & Arts*', sponsored by the **ARD&NT Institute (Brera Academy of Fine Arts and Polytechnic University of Milan)**.

The event was part of the communication platforms **Betting On Italy (BOI) and Betting On Lombardy (BOL)**, directed by **Marco Eugenio Di Giandomenico** ([www.marcoeugeniodigiandomenico.com](http://www.marcoeugeniodigiandomenico.com)), which promote new procedures for sustainable territorial valorisation that optimise the expectations of the stakeholders involved, as well as media initiatives and events in general for the sustainability of culture and better communication, also from an international perspective, of Made in Italy.

The starting point included the screening of the film **GIANTS IN MILAN - SUSTAINABLE ART – ARTE SOSTENIBILE** by **Marco Eugenio Di Giandomenico**, directed by **Andrea Bellati**, with musical pieces sung by **Renato Doney**. In the film there was also the extraordinary participation of Pino Farinotti and speeches by Marina Messina (Director Polo Musei Storici e Musei Archeologici), Giovanna Mori (Conservator in charge of Castello Sforzesco), Claudio Salsi (Superintendent and Director of the Superintendency Sector Castello, Musei Archeologici e Musei Storici), Don Gianantonio Borgonovo (Archpriest of the Duomo and President of the Veneranda Fabbrica), Ferruccio De Bortoli (Journalist), Carla Fracci (étoile), Francesco Alberoni (Sociologist, essayist and writer), Rossella Farinotti (Art Critic), Emilio Isgrò (Artist), Fernando Mazzocca (Art Historian), Francesco Martelli (Head of the Cittadella degli Archivi, Municipality of Milan), Sergio Escobar (Director of the Piccolo Theatre).

The film, produced by Ethicando Association, deals with Milan's main monuments and artistic assets (the Duomo, La Scala, the Castello Sforzesco, etc.) and some great Milanese personalities (Leonardo da Vinci, Alessandro Manzoni, Napoleon, Gio Ponti, etc.). Marco Eugenio Di Giandomenico, through in-depth focuses on the aforementioned monuments and personalities, artistically described in the film by Pino Farinotti, illustrated the main aspects of the sustainability of Milanese culture and art in the post-Expo 2015 period, also in terms of the impact on all the stakeholders involved (Milanese citizens first and foremost!), providing some interesting insights into the impact of the system of major events on the internationalisation of the Lombard capital.

After the screening of the film, as part of the discussion on the most modern and innovative interpretations of sustainability in art, there was a retrospective dedicated to Hollywood diva **Rita Hayworth** and the film **Gilda** (1946 film directed by Charles Vidor, starring Rita Hayworth, Glenn Ford and George Macready) with a musical moment from the well-known piece Put the Blame on Mame by master clarinetist **Danila Musikhin** and Hollywood performer **Yvonne Léhar** (singer) from Dubai.

Various personalities from the world of culture and institutions were present, including Lorenzo Pacini (councillor of Milan's Municipality 1), Roberto Rosso (professor of Photography and director of the School of New Technologies for Art at the Brera Academy of Fine Arts in Milan), Pino Farinotti (writer and film critic), Cecilia Gayle (singer), Marco Marinacci (art history lecturer at the Milan Polytechnic University), Francesco Martelli (Milan City Council), Maria Antonietta Porfirione (vice president Planet Life Economy Foundation), Daniela Azzola (journalist), Rossella Farinotti (art critic), and Maurizio Dosi (actor). Photographers of the event were Giovanni Zullo, Alfredo De Joannon and Roberto Rosso. *Film GIANTS IN MILAN - Volume VIII by Pino Farinotti, DNA DISTRIBUTION*, subject: The Piccolo Theatre of Milan, 2016

(<http://www.mymovies.it/film/2016/ilpiccolo/>)

- The cultural initiative **New Frontiers of Sustainable Art. Carlo Caldara & True Story**, conceived and curated by **Marco Eugenio Di Giandomenico**, was organised on 17 May 2017 in Milan at Palazzo Marino (Sala Alessi), from 10:30 a.m. to 1:00 p.m., by **ARD&NT Institute (Brera Academy of Fine Arts and Milan Polytechnic University)** ([www.ardent-institute.it](http://www.ardent-institute.it)) and **ETHICANDO Association** ([www.ethicando.it](http://www.ethicando.it)), in collaboration with the **School of New Technologies of Art of the Brera Academy of Fine Arts in Milan** and **Oltre Confine Association**.

It was an interesting moment of insight into certain aspects of the sustainability of art, a subject that is multidisciplinary by nature, explored by distinguished academics and experts, as well as various cultural personalities.

In particular, the conference analysed the new modes of expression of the arts in a sustainable key in the era of new technologies, both in terms of bridging between the arts themselves, and in terms of values, i.e., in terms of the artwork's capacity to become the spokesperson for a social message and/or sustainable artistic-cultural promotion with positive repercussions on the community and all the stakeholders involved.

**Marco Eugenio Di Giandomenico**, critic and economist of the sustainability of art, **Roberto Favaro**, renowned musicologist and dean of the Department of Design and Applied Arts as well as deputy director of the Brera Academy, **Marcella Caradonna**, president of the Order of Chartered

Accountants and Accounting Experts of Milan, **Roberto Rosso**, distinguished photographer and director of the School of New Technologies of Art and of the Master of Photography at the Brera Academy, as well as prestigious critics, intellectuals and historians attended the event.

The focal point of the conference was the promotion of the art of **Carlo Caldara**, an eclectic physician and artist who, through his work, spreads social messages, warnings to humanity in the age of new technologies. After the great success of his artistic exhibition in 2016 as part of the 21st International Triennial Exhibition in Milan, 2017 and 2018 were years of international development for him with exhibitions scheduled in Rome at the MACRO, in Venice at the Guatemala Pavilion of the 57th International Art Exhibition at the Venice Biennale, in Paris at the Musée de l'Orangerie, and then in China and the USA.

Carlo Caldara is a sustainable artist in that his works have an uplifting impact on stakeholders, he uses recycled materials, he bridges the gap between the arts, osmosing photography, painting, writing, and sculpture.

The event was part of the **Betting On Italy (BOI)** communication platform, directed by **Marco Eugenio Di Giandomenico**, which promotes research, training, and media initiatives on issues of enhancing and promoting Made in Italy in the world.

2018

- On Friday 23 March 2018, from 7.00 p.m., at Cascina Boscaiola in Milan, via Edoardo Porro n. 14, the event entitled **Leonardo at the Table** (abbreviated LeoATTHETa) was held, organised by **ETHICANDO Association** ([www.ethicando.it](http://www.ethicando.it)) and its partners, and sponsored by the **ARD&NT Institute of Milan** (Brera Academy of Fine Arts and Polytechnic University of Milan) ([www.ardent-institute.it](http://www.ardent-institute.it)), an organisation that deals with research and higher education in the various artistic disciplines from a sustainable perspective.

The initiative, which was based on the *Leonardo at the Table* format of the same name, created in 2015 on the occasion of the universal exhibition in Milan (EXPO 2015) with an exceptional testimonial in the form of the recently deceased great chef **Gualtiero Marchesi**, was part of the *Betting On Italy (BOI)* and *Betting On Lombardy (BOL)* communication platforms, directed by the writer, critic and economist of sustainable culture and art **Marco Eugenio Di Giandomenico** ([www.marcoeugeniodigiandomenico.com](http://www.marcoeugeniodigiandomenico.com)), which promote new procedures of sustainable territorial valorisation that optimise the expectations of the *stakeholders* involved, as well as media initiatives and events in general for the best communication, also in an international key, of the so-called *Made in Italy*.

The objective of the event was twofold.

On the one hand, it was to enhance Cascina Boscaiola, one of Milan's most fascinating historical residences of 15th-century origin, a hunting lodge or country residence of the Signory of Milan (first the Visconti and then the Sforza), restored several times, currently the private home of the Lattuada family and the residence of Baroness Fiorella La Lumia Lattuada (widow of Vittore Lattuada). In addition, the aim was to create an opportunity for creative growth and educational advancement: young artistic talents can express themselves in a historical context of great exclusivity and beauty, in the presence of a very selected audience, and the teachers of the prestigious masters' courses organised by the *ARD&NT Institute* in *partnership* with *ETHICANDO Association* then turned these events into multidisciplinary *workshops* for their students.

On the other hand, design artefacts (wine bottles with artistic packaging in worked wood) with labels conceived by the well-known Roman artist Paolo Salvati, who passed away in 2014, portraying Paola Ruocco, Ivo Lenci's life companion, are presented and exhibited. Both are present at the event together with Andrea and Francesca Salvati, heirs of the well-known painter.

The event starts at 7 p.m. with the registration of guests and the musical overture by master clarinetist *Danila Musikhin* with a variation for clarinet on film music. After the introductory *speeches* by *Marco Eugenio Di Giandomenico* and *Roberto Rosso*, full professor, and director of the School of New Technologies at the Brera Academy of Fine Arts in Milan, as well as director of the ARD&NT Institute's Master of Photography, there will be a presentation of design articles conceived by Paolo Salvati, and the *food & drink* columnist *Giovanni Zullo* will conclude with a talk entitled '*El Mantin di Leonardo da Vinci*'. An *appetiser* and *gala dinner* follow at 8:00pm. The event concludes at midnight. Among the *special guests* present will be *music performer Cecilia Gayle*. Event photographer *Oscar Covini*.



- On Friday 8 June 2018, starting at 10:00 a.m., a conference entitled **Creativity & Sustainability in the Contemporary Art System** organised by **Ethicando Association** ([www.ethicando.it](http://www.ethicando.it)), **Ard&nt Institute** (*Brera Academy of Fine Arts and Polytechnic University of Milan*) ([www.ardent-institute.it](http://www.ardent-institute.it)), Accademia di Belle Arti KANDINSKIJ ([www.accademiadibelleartikandinskij.it](http://www.accademiadibelleartikandinskij.it)), **The Global Review** (<http://theglobal.review/it>), in collaboration with **Fondazione "Adolfo Pini"** ([www.fondazionepini.net](http://www.fondazionepini.net)), will be held at **Fondazione "Adolfo Pini"**.

The event is part of the large initiative entitled **Creativity & Sustainability up to Contemporary Art**, which saw two other appointments in Trapani, at the Kandinsky Academy of Fine Arts, on 31 May and 1 June 2018, as well as of the communication platform **Betting On Italy (BOI)**, directed by **Marco Eugenio Di Giandomenico, which promotes** research, training and media initiatives on issues of valorisation and promotion of Italian-made products in the world, as well as the sustainability of art and culture in the age of new technologies.

The event addresses one of the most topical issues in the contemporary artistic debate, that of the sustainability of art and culture, summarised as follows by **Marco Eugenio Di Giandomenico**, economist and critic of the sustainability of art and culture, deputy director of the 'Kandinsky' Academy of Fine Arts, chairman of the event " *... in the last century, humanity has become aware of the necessary sustainability of the actions of any human being, both in his so to speak private dimension and in his relations with others and with the planet in his working dimension, contributing to a balanced global economic development that safeguards the quality of life of future generations. The term 'sustainable behaviour', which was used at the beginning of the 1980s with reference to the problems of the responsible use of natural resources and therefore in relation to eco-environmental aspects, today also connotes the new modes of expression of creativity in the artistic field as a result of the incessant development of new technologies, which have distorted the classical taxonomies of art, which increasingly finds in computer/telematic applications the natural means to come into existence, almost to reveal itself. This is an ever-evolving conceptual platform on which the future of contemporary art is being played out*".

At 10.45 a.m., after the introductory speech by Marco Eugenio Di Giandomenico, there will be institutional greetings by Samuele Cammilleri (President of the Adolfo Pini Foundation) and Filippo Barberis (Councillor of the Municipality of Milan). This will be followed by reports by Mauro Afro Borella, Sergio Calatroni, Giuseppe Di Napoli, Donatella Friso, Luca Misiano, Antonello Pelliccia, Giovanni Pelloso, Roberto Presicci, Roberto Rosso and Donato Santarcangelo. In the afternoon, starting at 2.45 p.m., after the speech by Roberto Favaro (President ARD&NT Institute in Milan, established by the Brera Academy of Fine Arts and the Milan Polytechnic University; Deputy Director Brera Academy of Fine Arts in Milan), Marco Eugenio Di Giandomenico (Deputy Director The Global Review) will present The Global Review Editorial Platform. This will be followed by a lecture entitled "Reflecting Otherwise" by Mario Giaccio (President of the Scientific Committee of The Global Review, former Dean of the Faculty of Economics at the University of Chieti-Pescara "G. D'Annunzio"), and the Lectio Magistralis entitled "Aspects of Sustainability in the Management of Institutions for Artistic Promotion and Enhancement" by Vincenzo Centorame (journalist and editor-in-chief of The Global Review, former President of the Michetti Foundation). A discussion moment is also planned with the participation of writer and film critic Pino Farinotti.

- On Wednesday 20 June 2018, from 2:45pm until 6:00pm, at the Fondazione Pasquinelli, Corso Magenta n. 42 in Milan, a conference entitled **BEHIND THE FILM FEST** organised by **Ethicando Association** ([www.ethicando.it](http://www.ethicando.it)) and **Ard&nt Institute** (*Brera Academy of Fine Arts and Polytechnic University of Milan*) ([www.ardent-institute.it](http://www.ardent-institute.it)), in media partnership with **The Global Review** (<http://theglobal.review/it>) and with the support of **Fondazione Pasquinelli** ([www.fondazionepasquinelli.org](http://www.fondazionepasquinelli.org)), will take place.

The event is part of the communication platform **Betting On Italy (BOI)**, directed by the economist and sustainable art critic **Marco Eugenio Di Giandomenico, which promotes** research, training, and media initiatives on issues of enhancing and promoting Made in Italy in the world, as well as the sustainability of art and culture in the age of new technologies.

The subject of analysis and discussion at the conference are the current tools for promoting films in the age of new technologies, with a particular focus on film festivals, which today are more than ever platforms for launching new films with procedures that increasingly involve the use of the web and the mix with other art forms in a sustainable key (writing, photography, music, entertainment, digital creativity, etc.).

"... *in the third millennium, with the relentless development of new technologies, the way of promoting films is also changing abruptly,*' comments **Marco Eugenio Di Giandomenico**. *'Film festivals are also becoming web forums and competitions, the media aspects, which find their reference platform in the new publishing industry, are amplified to the point of becoming one of the main drivers of artistic and cultural marketing. Never as in modern times have the rules of economics almost conditioned the very existence of the artistic work, in an inseparable mix that constitutes one of the core notions of the concept of sustainability. The expression 'sustainable behaviour', which was used at the beginning of the 1980s to refer to the problems of the responsible use of natural resources and thus in relation to eco-environmental aspects, today also connotes the new modes of expression of creativity in the artistic field as a consequence of the incessant development of new technologies, which have distorted the classical taxonomies of art, which increasingly finds in*

*computer/telematic applications the natural means to come into existence, almost to reveal itself. The same applies to the related aspects of communication and promotion, which evolve rapidly with ever new alchemies. This is an ever-evolving conceptual platform on which the future of contemporary art is being played out".*

At 2:45pm, after the introductory speech by **Marco Eugenio Di Giandomenico** (co-director of the master's course VIDEOART & FILMMAKING and of the master's course L'ALTRA FOTOGRAFIA of the ARD&NT Institute), there will be the institutional greetings of **Maria Stella Curti** (Councillor Pasquinelli Foundation), **Filippo Barberis** (Councillor Milan City Council) and **Roberto Favaro** (President ARD&NT Institute of Milan, constituted by the Brera Academy of Fine Arts and the Polytechnic University of Milan, Vice-Director Brera Academy of Fine Arts of Milan). This will be followed by a lectio magistralis by **Adriano Pintaldi** (President of the Roma Film Festival), who will report on his almost 50 years' experience in directing major film festivals all over the world, with the presentation and screening of two audiovisuals, both edited by him, on Giancarlo Giannini: the documentary entitled IL GIOCO DELL'ATTORE – THE ACTOR'S GAME and the promo of the documentary, soon to be released, entitled GIANNINI DOPPIATORE – GIANNINI DUBBING ARTIST. The event will also be attended by actress and presenter **Antonella Salvucci**, who recently returned to Italy from Los Angeles, and who will report on her more than ten years' experience as a presenter of major film, show business and television events around the world, with the screening of the short film UN CAFFE' CON ANTONELLA - A COFFEE WITH ANTONELLA, directed by Sade Patti, in which she will star in a successful performance.

At 5 p.m. there will be a moment of discussion with the participation of illustrious representatives of academia and culture, including Roberto Rosso (Director of the School of New Technologies for Art at the Brera Academy of Fine Arts in Milan), Antonello Pelliccia (Lecturer in Design at the Brera Academy of Fine Arts in Milan), Giovanni Zullo (food&drink columnist), Cecilia Gayle (singer, musician), Roberto Presicci (lecturer at the Kandinsky Academy of Fine Arts). The event features shots by photographer Massimo Martino and filming by director Roger A. Fratter.

- **COLORS OF PEACE" 2018, THE COLISEUM FOR THE UN WORLD PEACE DAY, "COLORS OF PEACE" CEREMONY, at the Colosseum Arena in Rome, organised by Sri Chinmoy Oneness-Home Peace, on 21 September 2018. Award ceremony for the winners of the **international competition PMA-Peace Movie Award 2018**, whose jury is chaired by **Marco Eugenio Di Giandomenico**, an initiative organised by Peace Run and sponsored by **Miur and Mibac**, which involves the school world through the creation of **thirty-second video "spots" to express and share one's idea of peace (www.mypma.it)**.**
- **GALA DINNER LEONARDO AT THE TABLE**, at the Cascina Boscaiola, via Edoardo Porro n. 14, Milan, on Wednesday 19 December 2018, is organised by ETHICANDO Association ([www.ethicando.it](http://www.ethicando.it)), in collaboration with the ARD&NT Institute (Brera Academy of Fine Arts and Polytechnic University of Milan) masters courses ([www.ardent-institute.it](http://www.ardent-institute.it)) SOUNDART, directed by **Roberto Favaro**, and L'ALTRA FOTOGRAFIA, directed by **Roberto Rosso**. The initiative, which is based on the 'Leonardo at the Table' format of the same name, created in 2015 on the occasion of the universal exhibition in Milan (EXPO 2015) with an exceptional testimonial in the shape of the recently deceased great chef **Gualtiero Marchesi**, is part of the Betting On Italy (BOI) and Betting On Lombardy (BOL) communication platforms, directed by the writer, critic and economist of sustainable culture and art **Marco Eugenio Di Giandomenico** ([www.marcoeugeniodigiandomenico.com](http://www.marcoeugeniodigiandomenico.com)), which promote new procedures of sustainable territorial valorisation that optimise the expectations of the stakeholders involved, as well as media initiatives and events in general for the best communication, also in an international key, of the so-called Made in Italy.  
The event in question aims to enhance Cascina Boscaiola, one of Milan's most fascinating historical residences of 15th-century origin, a hunting lodge or country residence of the Signory of Milan (first the Visconti and then the Sforza), restored several times, currently the private home of the Lattuada family and the residence of Baroness **Fiorella La Lumia Lattuada** (widow of Vittore Lattuada). In addition, the aim is to create an opportunity for creative growth and educational advancement for selected students of the prestigious masters courses held by the ARD&NT Institute in partnership with the ETHICANDO Association, through their active participation in certain organisational aspects, making the initiative in question a true multidisciplinary workshop.  
During the evening, there was a musical performance by **DANYK - EXTREMITY MUSIC PROJECT** by **Danila Musikhin** and **Nicolò Rosso**, as well as an exhibition of the work VIBRAZIONE COSMICA by artist **SANTI SINDONI**, part of the RITRATTO DELLE CELLULE - PORTRAIT OF CELLS series. The gala dinner had a colourful touch of the best traditional luxury thanks to the participation of actress **Marina Castelnovo**, special guest at the most exclusive events attended by the international jet set, who for the occasion wore clothes and jewellery belonging to Elizabeth Taylor (of whom she has been defined as an official look-alike by the trade press for years).

- On Saturday 9 February 2019, Santi **SINDONI'S SOLO EXHIBITION ENTITLED SANTI SINDONI. ANGOSCIA. VERTIGINE DI LIBERTÀ – ANGUISH. VERTIGO OF FREEDOM**, curated by art critic **Marco Eugenio Di Giandomenico** and organised by the Fondazione Arté of Milan, chaired by **Michele Monteleone**, in collaboration with the Municipality of Como and promoted by the international communication platform Betting On Italy. 21 works of great aesthetic and emotional impact signed by Sindoni, in the wonderful architectural setting of the ancient municipal seat of Como's Broletto built in 1215 next to the current Duomo Cathedral; a debate on the salvific function of art with the participation of international academics, artists and intellectuals, the performance of the musical group **DANYK - EXTREMITY MUSIC PROJECT by Danila Musikhin & Nicolò Rosso with performances of memorable composers (from Sergei Rachmaninoff to Richard Rodgers)**, were the ingredients of an event that **registered considerable public participation and above all** solicited in everyone profound existential reflections on themes such as life, death, good and evil. The event muffled, for two hours, the often deafening and misleading noises of everyday life. The theme of the exhibition 'Anguish, Vertigo of Freedom' finds an incisive and engaging representation in Sindoni's works, Adam and Eve are the unlikely protagonists of almost all the canvases, the human being with original sin, falls into the realm of death and thus enters the tunnel of anguish, as possible salvation depends on the factual exercise of his free will. The sinuous chromatic lines seem to introduce the observer into a surrealistic environment that nonetheless sinks into the autobiographical realism of a controversial and difficult existence, which finds in art the viaticum of salvation, and we speak of an existence full of twists and turns, between prison experiences, and important artistic productions crowned by prestigious prizes and incredible media stages. Brera Academy of Fine Arts lecturers **Francesca Bertolotto, Roberto Rosso** and **Donato Santarcangelo** discussed the artist's creative journey with the curator, fuelling an interesting debate on the relationship between artistic production and prison experience, exploring the arcane mechanisms of media communication, and focusing on the irremediability of creativity, which often finds great propulsion in suffering and existences full of humanity.
- With great success, the solo exhibition of Romanian artist **Ioan Sbarciu**, curated by art critic **Marco Eugenio di Giandomenico** and organised by the **ARD&NT Institute (Brera Academy of Fine Arts and Milan Polytechnic University)**, was inaugurated on Saturday 23 February 2019 at the Sala Napoleonica of the Brera Academy of Fine Arts in Milan. The initiative took place within the framework of a workshop entitled **IOAN SBARCIU MEETS BRERA ACADEMY**, realised by the students of the SOUNDART master course of the ARD&NT Institute, directed by **Roberto Favaro - Ben Ni, Laura D'Auria, Marco Gentilini, Marius Lawler Berardinelli (Mariusphere), Li Luo, Jessica Moscaritolo, Chiara Papèra** - who created a sound installation in the prestigious exhibition venue with music composed ad hoc inspired by Sbarciu's art and personality. During the days of the exhibition, the attending public was able to enjoy a multidisciplinary exhibition where Sbarciu's painting, and sculpture dialogued with the music of young artists in a creative expressive mix of considerable emotional and aesthetic impact. The event was also an opportunity to present the masters courses offered by the ARD&NT Institute and recognised by the Brera Academy of Fine Arts, including the L'ALTRA FOTOGRAFIA master course, directed by **Roberto Rosso**, who gave an interesting talk on the relationship between art and contemporary photography. Numerous interventions by academics and cultural personalities also occurred. After the speech by **Roberto Favaro**, deputy director of the Brera Academy of Fine Arts and president of the ARD&NT Institute, and the critical speech by **Marco Eugenio Di Giandomenico, Antonio Ciurleo**, director of the School of Artistic Design for Business at the Brera Academy of Fine Arts, effectively emphasised the importance of interdisciplinary workshops where students can come into contact and confront themselves with international artists of Sbarciu's calibre, acquiring skills and receiving stimuli that are useful for their academic and artistic career. The initiative took place during the Milan Fashion Week and thus gained an additional audience that expressed lively and sincere appreciation.
- The cultural initiative **THE FRONTIERS OF SUSTAINABLE ART. PAOLA GIORDANO, SUGGERZIONI METROPOLITANE TRA VITA E ARTE - METROPOLITAN CHARM BETWEEN LIFE AND ART**, conceived and curated by **Marco Eugenio Di Giandomenico**, promoted by the Culture Council Commission of the **Municipality of Milan** and by **Milano Design Week 2019**, was organised on 10 April 2019 in Milan at Palazzo Marino (Sala Alessi and Sala degli Arazzi), from 10:30 a.m. to 6:00 p.m., by **ETHICANDO Association** ([www.ethicando.it](http://www.ethicando.it)) and **ARD&NT Institute (Brera Academy of Fine Arts and the Polytechnic University of Milan)** ([www.ardent-institute.it](http://www.ardent-institute.it)).

The aim was to explore certain aspects of the sustainability of art, with a focus on design, a subject that is multidisciplinary by nature and explored by distinguished academics and experts, as well as various personalities from the world of culture and institutions. The most up-to-date modes of expression of the arts in a sustainable key in the era of new technologies were analysed, both in terms of bridging between the arts themselves, and in terms of values, i.e. in terms of the artwork's capacity to become the spokesperson for a social message and/or sustainable artistic-cultural promotion with positive repercussions on the community and all the *stakeholders* involved.

The central moment of the event was the presentation of the creative expression of **Paola Giordano**, a sustainable artist as her works address the problems of social coexistence in the contemporary metropolis, with a clear value content, but also because they create an original *bridging* between painting, design, sculpture and photography, as well as the use of partly recycled materials. During the day, some of the artist's works were on display in Sala Alessi and in Sala degli Arazzi at Palazzo Marino, including **Quo vadis**, approximately 5 metres long and 3 metres high, which was part of the travelling exhibition **Our place in space**, commissioned by NASA and ESA, with various exhibitions in 2017 in Italy and abroad.

In the morning from 10.30 to 1:00pm the cultural debate took place, and speakers included **Marco Eugenio Di Giandomenico**, critic and economist of art sustainability, **Roberto Favaro**, renowned musicologist and deputy director of the Brera Academy, as well as director of the SOUNDART master course and president of the ARD&NT Institute, **Angelo Turco**, President of the Culture Commission of the Municipality of Milan, **Filippo Barberis**, Vice President of the International Affairs Commission of the Municipality of Milan, **Martina Corgnati**, lecturer in art history and dean of the Department of Communication and Art Didactics at the Brera Academy, **Andrea Bosco**, journalist and writer, **Francesca Bertolotto**, lecturer in public relations at the Brera Academy. The event was part of the communication platform **Betting On Italy (BOI)** and **Betting on Lombardy (BOL)**, which promote research, training and media initiatives on the enhancement and promotion of Made in Italy and Made in Lombardy in the world.

- The solo exhibition of artist **Santi Sindoni** entitled **ALLE RADICI DELL'UNIVERSO. ESCATOMATERIA** (08.11.2019 - 21.11.2019) was curated by **Marco Eugenio Di Giandomenico** and organised by the **Fondazione Artè** in Milan, with the patronage of the **ARD&NT Institute** (Brera Academy of Fine Arts and the Polytechnic University of Milan) and the promotion of **Betting On Italy**, at the Studio **Zecchillo ex Studio di Piero Manzoni** in Brera, Milan, via Fiori Chiari no. 16.
- The event **LEONARDO AT THE TABLE**, on the occasion of the 500th anniversary of the death of Leonardo da Vinci (1519-2019), at the Antica Corte Pallavicina Relais in Polesine Zibello (PR), was organised on 4 December 2019 by the **Ethicando Association** ([www.ethicando.it](http://www.ethicando.it)) with the patronage of the **ARD&NT Institute** (Academy of Fine Arts of Brera and Milan Polytechnic). The event, curated by art critic **Marco Eugenio Di Giandomenico**, promoted the figure of Leonardo da Vinci in relation to some aspects of his multifaceted activities during his stay in Milan at the court of Ludovico il Moro in the last years of the 15th century.  
In particular, an excerpt from the film **FOUR GIANTS IN MILAN** (2014) by **Pino Farinotti**, directed by **Andrea Bellati**, distributed by **DNA Distribution di Giovanni De Santis**, on Leonardo's great impulse to implement the Milanese navigli system and his invention of the 'El Mantin' napkin was screened.  
On display during the evening was the work of art by artist **Paola Giordano** (one of the evening's guests) entitled **LE NUOVE MADONNE - THE NEW MADONNAS** (2010 - 120x80 cm, mixed media on canvas), a contemporary interpretation of the Mona Lisa of the third millennium, of a woman who, regardless of her social class, is caught up in a metropolitan reality dominated by new technologies, where socio-cultural identities seem to be lost, and is always the victim of violence (cf. **Marco Eugenio Di Giandomenico, PAOLA GIORDANO. METROPOLITAN CHARM BETWEEN LIFE AND ART**, Ethicando Editore, Milan, 2019).  
Wine and food columnist **Giovanni Zullo** showed Leonardo's 'El Mantin' napkin, reproduced in its original size (50x50 cm), reporting on its invention by the great genius from Vinci in the wake of the scientific papers of the recently deceased historian Carlo Pedretti.  
The centrepiece of the event was the gala dinner by Michelin-starred chef **Massimo Spigaroli**, with a menu of excellence inspired by the dialogue between the arts, with dishes mostly comprising the territory's main product, Culatello di Zibello.  
The evening featured excellent musical performances by **DANILA MUSIKHIN LIVE BAND (Danila Musikhin, Antonio Di Santo, Luca Mondini)** and singer **Cecilia Gayle**.  
Various other personalities from the arts and culture were also present, including writer and film critic **Pino Farinotti**, journalist **Daniela Azzola Farinotti**, the owner of the old BAGUTTA restaurant **Marco Pepori**, film and television producer Stefano Bondioli, the great artist Franco Scepi, and pizza artist **Giuseppe Maglione** (owner of **DANIELE GOURMET** in Avellino. Cf. Edited by **Marco Eugenio Di Giandomenico, L'ESTRO DEL GUSTO**).

**GIUSEPPE MAGLIONE, ARTISTA DELLA PIZZA SOSTENIBILE - THE INSPIRATION OF TASTE. GIUSEPPE MAGLIONE, SUSTAINABLE PIZZA ARTIST**, Apeiron Edizioni, Naples, 2019), professor of photography at the Brera Academy **Roberto Rosso**, vice president of Ethicando Association **Roberto Presicci**, film distributors **Giovanni De Santis** and **Corrado Parigi**, television producer **Carlo Rametta**, the director of the Cittadella degli Archivi of the City of Milan **Francesco Martelli**, **Francesco Palmariggi** together with poodle **Wally Taylor**, winner of the 2019 PALM DOG award at the Cannes Film Festival (May 2019). In addition to photos by **Roberto Rosso**, the event was documented by **Giorgio Picchioni's** fascinating photographic shots. ([www.ethicando.it](http://www.ethicando.it) - [www.bettingonitaly.com](http://www.bettingonitaly.com)).

2020

- The event **PHOTOGRAPHY, MUSIC, FASHION, CINEMA** was organised, on Thursday 30 January 2020, 15:00 - 17:00, at the former Church of San Carpoforo (Brera Academy of Fine Arts), Via Marco Formentini n. 14 in Milan, by the Master SOUNDART, directed by prof. **Roberto Favaro** (deputy director of the Brera Academy of Fine Arts), and by the Master L'ALTRA FOTOGRAFIA, directed by Brera Academy lecturers Prof. **Roberto Rosso** and Prof. **Marco Eugenio Di Giandomenico**, of the ARD&NT Institute (Brera Academy of Fine Arts and Milan Polytechnic University) ([www.ardent-institute.it](http://www.ardent-institute.it)), in collaboration with the ETHICANDO Association of Milan ([www.ethicando.it](http://www.ethicando.it)). The theme of the dialogue between different creative languages in the age of new technologies was addressed, exploring some aspects of 'sustainability' in contemporary art, with a focus on photography, which, never before as in the current digital age, becomes a sort of almost natural 'bridge' between the various applied arts - in particular fashion and cinema - with increasingly fascinating dialogues with music. The central moment was the lecture by the famous photographer **Roberto Rocco**, who illustrated, among others, some photographs from his personal exhibition entitled '**My Divas**', exhibited last December in Capri (Certosa di San Giacomo) during the **international film festival Capri-Hollywood**, curated by the sustainable art critic **Marco Eugenio Di Giandomenico**, and which was subsequently exhibited in Los Angeles and Milan. The event was promoted by the communication platform **Betting On Italy (BOI)**, which disseminates in the media artistic and cultural initiatives with the greatest social-building impact.

Solo exhibition of artist **Santi Sindoni** entitled **ESCATOMATERIA** at Palazzo Ducezio in Noto (SR) (3 August-10 September 2020) curated by art critic **Marco Eugenio Di Giandomenico**. The exhibition was organised by the Fondazione ARTE' of Milan in collaboration with the Municipality of Noto and under the patronage of UNESCO, the Sicilian Region, ARD&NT Institute (Academy of Fine Arts of Brera and Milan Polytechnic University), ETHICANDO Association of Milan, FIAS (International Social Assistance Foundation), and was promoted by the international communication platform Betting On Italy. The exhibition, which consisted of around thirty works representing the artistic excursus of maestro SINDONI, over almost fifty years of activity, was as topical as ever in the year of the great pandemic. *"The term 'escatomateria- eschatomattery- ', in fact, the title of the exhibition," commented curator **Di Giandomenico**, "is a neologism that originates from the affixing of the prefix (as linguists would say) 'eschato' (from the Ancient Greek ἔσχατος, éskatos=last, ultimate destiny of mankind) to the word 'matter', and refers to the creative expressions of contemporary art aimed at the search for the ancestral derivations of the human being, who in the third millennium, has an increasingly conflictual relationship with new technologies to the point of fixing his very existence in them, in a sort of vicious cycle with no exit. Hence the need for art to investigate and rediscover the alpha and omega of mankind's destinies in the "society of transparency", as the Korean philosopher Byung-Chul Han would say, where human existences hover in the digital world in search of ephemeral "like/don't like", and where contents come into existence only if they receive fleeting consensus, which make no real difference. The great pandemic is a precious opportunity to reshape the relationship with the world of digital media, to rediscover their role as a 'tool' rather than the ultimate 'end' of human activities". "The city of Noto is delighted to host an artist of the calibre of Santi Sindoni," commented **Corrado Bonfanti**, Mayor of the Municipality of Noto, among the institutional authorities present at the inauguration, "who provides an aesthetic and value-based message of great social impact, especially in the current historical moment in which the great pandemic is still raging and every human being needs to rediscover his/her spirituality. Marco Eugenio Di Giandomenico, a well-known art critic from Milan, succeeds in promoting the message of hope of Maestro Sindoni's works with great vigour, touching the most intimate chords of our sensitivity. I was delighted to receive a message of applause from the regional councillor Bernadette Grasso, testifying to the naturally wide resonance of the initiative". "I am very pleased with this exhibition," said **Giusi Solerte**, Councillor for Tourism and Culture of the Municipality of Noto, among the institutional authorities present at the inauguration. *'Master Sindoni's works have greatly impressed me, and this initiative has also allowed me to meet the curator Di Giandomenico, who I hope will visit our territory again, as a good collaboration and empathy was immediately established. This is fundamental in order to build the best cultural operations with excellent repercussions**

on the Syracuse and Sicilian population". "The exhibition *ESCATOMATERIA* by maestro **Santi Sindoni**," commented **Rocco Milano**, Secretary of State of the Principality of San Bernardino, among the institutional authorities present at the inauguration, "represents a prestigious event promoting one of the best expressions of contemporary art, masterfully interpreted by Professor Di Giandomenico, one of the most effective art critics I have had the pleasure of meeting. The Principality of San Bernardino cannot but support initiatives of this kind, as the quest for Beauty, understood as the perfect balance between all the biological, socio-anthropological and physical components of the planet, is the main driver of the sovereign kingdom I represent". "I got to know **Santi Sindoni** during his prison experience," says **Renato Grillo**, a former member of the Court of Cassation, among the personalities present at the inauguration. "At the time I was a magistrate at the Court of Palermo and when I saw a programme on TV about his works and his life experience, I asked to meet him. He did not think I was looking for him and when he understood my intent, that is, that I simply wanted to approach his artistic work, he was deeply moved and since then a sincere friendship was born and I follow him with great pleasure in his various initiatives". "I have found so much of my creative world in **Santi Sindoni's** beautiful works," says actress **Lucia Sardo**, guest of honour at the inauguration. 'Among other things, I have been told about my possible artistic involvement in a soon-to-be-produced film on his life and artistic experiences, and I like this very much, as we need to give young people a message of hope and beauty. Making mistakes in life can become the lever of great stories and important changes. Suffering often brings out the best in us and this certainly happened to **Santi**. In recent months, on the wave of the great success of the film 'Picciridda – small girl' directed by **Paolo Licata**, in which I was one of the leading actresses, I was contacted by Hollywood director **Oliver Stone**, who loves my art. I too have experienced difficult, and at first sight, insurmountable, personal human situations. Today, thanks to those experiences, I am who I am, I have grown artistically and from a human point of view'. In addition to the aforementioned **Corrado Bonfanti**, **Giusi Solerte**, **Renato Grillo**, **Lucia Sardo** and **Rocco Milano**, speakers included personalities from the world of institutions, academia, business, professions and culture in general, such as **Stephen D. Adams** (Undersecretary of Foreign Affairs for International Relations of the Principality of San Bernardino), **Sebastiano D'Angelo** (President of the Ragusani nel Mondo Association), **Giusy d'Arrigo** (artist), **Massimo Spata** (actor) and **Vito Corrado Di Lorenzo**. Particular praise for the cultural initiative came from **Bernadette Felice Grasso**, Councillor for Local Self-Government and Public Administration of the Sicilian Region. The inauguration also included the presentation of the 'ARTE' Park' project by arch. **Roberto Sindoni**, with an intervention by **Simona Caldararo** (Cultural Councillor of the Municipality of Avola). The idea was to create an "eschatomatheric place" of multidisciplinary research, production and artistic and scientific education, a stage for artistic and cultural events of international importance, a meeting place for "human energies" seeking their own inner and physiological equilibrium, finding there the fertile ground for the development of talents and creative instances. ARTE' Park is a large architectural installation in the Vallo di Noto in the Syracuse area, where SINDONI's sustainable aesthetic drivers are expressed. The exhibition enjoyed the promotion and support of various public and private entities, mostly from the Syracuse area, including Nautica Glem Group, Il Mobile della Nonna, Orto Agrumi Val di Noto, ISO.VET., Corrado Giuga Lavorazione Pietra, Immobiliare Venezia 27 di Avola (SR), Vigil Trinacria, Associazione Smart Cities Italy. The photographs of the inauguration event were taken by Francesco Palmariggi, Salvatore Cataneo and Emanuele Tedeschi.

- Solo exhibition of the artist **Roberto Rocco** entitled *Civitavecchia Waterfront/Frammenti di una città-porto, tra tradizione e innovazione - Fragments of a port city, between tradition and innovation* (05-19 November 2020), with the artistic curatorship of **Marco Eugenio Di Giandomenico**, organised by the 'La Scaglia' shopping centre, promoted by the international communication platform Betting On Italy. The exhibition aimed to investigate, through the eye of internationally-renowned photographer **Roberto Rocco**, the relationship of the city with its territory, its sea and its port. The result was a surprising and exciting visual universe that showed the versatile dynamism of this great artist. The exhibition was part of the broader promotional activity of the rebranding of 'La Scaglia' Centre, which installed two port containers for the occasion to recall the new logo and maximise the spectacular effect of the exhibition. The new logo, characterised precisely by containers, was intended to convey the absolutely central importance of the process of identification, integration and belonging of the Centre 'La Scaglia' with the port area of Civitavecchia and its territory. "Containers, from today," said the Centre's director **Francesca Ferri**, "will become part of our identity because *La Scaglia* is an integral part of this extraordinary reality: maritime, industrial, commercial, in continuous ferment and evolution. We are all tied to a single 'network' and **Rocco's** shots only bear witness to this indissoluble combination of tradition and innovation'. In Italy, the future of the most important disused industrial areas often has to do with the relationship between the city and water. Areas of great criticality and equally obvious opportunities, for years have been at the attention of politicians and private investors, even with strategic projects, but without those results found in international capital cities. Projects have been translated into architecture and innovation in cities such as Marseille, Sydney, Hamburg and London.

Civitavecchia, although with its obvious complexities, brings with it elements of strong potential for the future, with definite repercussions on the economy and society. It was therefore interesting to get to know in depth, through this exhibition, a significant cross-section of Civitavecchia, a modern city between port, sea and civilisation. A journey through time and places, through the history and future of a city in the midst of urban regeneration. A research, **Rocco's**, that considered the vision of a new idea of city, rich in attractions precisely because it overlooks the sea.

"*The Civitavecchia Waterfront exhibition*," says artistic curator **Marco Eugenio Di Giandomenico**, "is a 'sustainable' cultural operation conceived and organised by the LA SCAGLIA shopping centre, comprising various initiatives to enhance the area, from Rocco's photographic exhibition to a contest for student photographers, with the aim of promoting an urban, commercial and natural place that is barycentred on interests not only in tourism, but also in politics, military and economics in its long history spanning several centuries.

The Centre's premises became permanent exhibition spaces for **Rocco's** works, allowing visitors to dive into the 'great beauty' of the Roman artist's images, which depict original and controversial landscapes of the port area, the coastline and city monuments. The images exhibited in the Centre tell of areas that have always been experienced as a problem but at the same time of virtuous processes, of public-private initiatives that have marked a change of pace, of battles won that have restored centrality and quality to marginal and degraded places.

His was certainly an incomparable and detailed documentation. Mostly black and white photos with a strong emotional impact, transported us on a fantastic, visionary and unique journey as a manifesto on the life of the city and its relationship with the land.

With this exhibition, **Roberto Rocco** gave us an unprecedented and avant-garde Civitavecchia, but also the anthropological theme of the development and stratification of a city in continuous transformation. An important partner of the event was the Istituto Superiore di Fotografia (Higher Institute of Photography) of Rome, which participated by involving students in taking photos on the theme 'The relationship between Civitavecchia and the La Scaglia Centre'. The best photo was rewarded with a €500 voucher to spend inside the Centre and was chosen by a jury composed of photographer **Roberto Rocco**, **Anna Macaluso**, the Institute's didactic coordinator, and **Francesca Ferri**, director of the Centro la Scaglia in Civitavecchia.

2021

- On Thursday 28 October 2021, at the former San Carpoforo Church of the Brera Academy of Fine Arts in Milan, **Roberto Rocco's** photographic exhibition *SACRO PROFANO – SACRED PROFANE*, curated by the art critic **Marco Eugenio Di Giandomenico**, was successfully held as part of the *MUSIC AND PHOTOGRAPHY* workshop organised by the ARD&NT Institute (Brera Academy of Fine Arts and Milan Polytechnic University), in collaboration with ETHICANDO Association in Milan.

The exhibition, promoted by the international communication platform BETTING ON ITALY, consisted of 40 photographic works, 19 of which were physically exhibited, and the remainder screened, and had as its soundtrack, the ad hoc installation by the students of the SOUNDART master course of the ARD&NT Institute, directed by Prof. **Roberto Favaro**, with an incisive aesthetic and emotional impact on the participating public.

The initiative sought to establish a dialogue between **Rocco's** photographic art and the music composed by the students on the cogent theme of spirituality in the contemporary era, where the SACRED and the PROFANE are perceived and experienced in ever new ways in the era of the incessant development of new technologies and especially in the wake of the great pandemic.

In addition to the curator **Di Giandomenico** and Prof. **Roberto Favaro**, various personalities from the world of culture and entertainment attended the event, including film critic **Pino Farinotti**, the head of the Brera Art Gallery's exhibitions and events office **Alessandro Coscia**, visual sociology lecturer **Mariolina Graziosi** from Milan State University, TV producer **Alberto Tarallo**, TV author **Rachele Restivo** and actress **Antonella Salvucci**.

After having exhibited in Miami as part of ART BASEL and having immortalised the most important Italian and international stars such as Julia Roberts, Cameron Diaz, Robert de Niro, Madonna, Monica Bellucci, Claudia Cardinale and many others, in 2020 at the dawn of the great pandemic, **Roberto Rocco** devoted himself to a new photographic production, *SACRO PROFANO – SACRED PROFANE*, producing 40 images that investigated the spirituality of the human soul in the contemporary era.

"*Rocco confronts biblical iconographies*," commented curator **Marco Eugenio Di Giandomenico**, "proposing a reinterpretation in a contemporary key. A careful reconstruction of settings, costumes and movements make each photograph a sort of visual transposition of tableau vivant like a theatre set, where the apparent desecration of the original theological iconographic structure sinks into a new narrative path, in which the sacred themes are, so to

*speak, 'trivialised', sanctioning however a natural distance that thwarts any form of contamination and immersing the observer in an aesthetic and emotional experience unprecedented in the panorama of contemporary art".*

The experiential event was a great success among critics and the public alike, and the initiative will be repeated in other institutional contexts in Italy and abroad.

- The event entitled L'ARTE DELLA PANDEMIA - THE ART OF THE PANDEMIC was organised by the ETHICANDO Association of Milan under the patronage of the ARD&NT Institute (Brera Academy of Fine Arts and Milan Polytechnic University) and the artistic direction of art critic **Marco Eugenio Di Giandomenico**, a theorist of sustainable art.

The event, which enjoyed the support of a number of companies from the Salento region, including Euroolive and the Association of Global Education (AFG), and the patronage of various bodies and cultural institutions, including the Apulia Region, the Province of Lecce, the Municipality of Lecce, the Municipality of Carpignano Salentino, and the Palmieri Onlus Foundation, consisted of a conference on the most significant aspects of sustainability in contemporary art, especially in the era of the great pandemic, and a personal exhibition of some works by Salento artist **Stefania Bolognese**.

The initiative was promoted by the international communication platform Betting On Italy (BOI).

Every historical epoch has declined its own notion of 'art', both in artistic productions and in the debates of intellectuals, philosophers, critics and politicians, demonstrating how this is an issue that cannot be definitively resolved, as it is necessarily anchored in the expressive modes of creativity and the varied declinations that artists have put in place since the dawn of humanity, also in relation to the progress of techniques and the emergence of new skills.

The third millennium is under the banner of the so-called new technologies, which, with their incessant and sudden development, are constantly changing the cards on the table, raising the issue of the sustainability of art, even for future generations, as never before. In the contemporary era, moreover, the question of art's value emerges - another pillar of the notion of art's sustainability - i.e. whether or not the Aristotelian combination of the beautiful/good is an inescapable feature of a work of art, whether or not the 'truth' sought by Auguste Rodin can only be derived from an uplifting message of which the work of art itself becomes a medium for humanity.

*"In the last century," commented curator **Marco Eugenio Di Giandomenico**, "mankind has become aware of the necessary sustainability of any human being's actions, both in his private dimension, so to speak, and in his relations with others and with the planet in his working dimension, contributing to a balanced global economic development that safeguards the quality of life of future generations. The term 'sustainable behaviour', which was used at the beginning of the 1980s with reference to the problems of the responsible use of natural resources and therefore in relation to eco-environmental aspects, today also connotes the new modes of expression of creativity in the artistic field as a result of the incessant development of new technologies, which have distorted the classical taxonomies of art, which increasingly finds in computer/telematic applications the natural means to come into existence, almost to reveal itself. This is an ever-evolving conceptual platform on which the future of contemporary art is being played out".*

In addition, other 'sustainable' issues, were addressed: that of the 'bridges' between the arts, that is, of the factual/experiential connections between different modes of expression, each stigmatised in the historical system of art with a precise taxonomy (music, painting, sculpture, applied arts, etc.), and that of the intrinsically interdisciplinary nature of art itself, which today more than ever is shipwrecked in psychology and in that complex system pertaining to the inner and physiological well-being of the person. The works of artist Stefania Bolognese represented a pregnant case history of sustainable art, triggering a fascinating dialogue between different creative languages of remarkable aesthetic and emotional impact.

Several personalities from the world of culture and institutions took part in the debate, including **Diana Alessandrini**, RAI RADIO 1 journalist and art historian, and Maestro **Edda Silvestri**, former director of the Santa Cecilia Conservatory in Rome and director of the music department of the International Academy of Music and Art in Rome.

The focus was naturally on the creative response to Covid-19; an interesting lever of artistic productions that confirm the intrinsic 'sociality' of contemporary art and thus its inevitably sustainable connotation.

2022

- From Wednesday 6 April to Friday 8 April 2022, under the artistic direction of the art critic **Marco Eugenio Di Giandomenico**, several events were held in Milan with great success, featuring the art of **Arvedo Arvedi** and **John David Mooney** at the Sala Alessi and the Sala degli Arazzi of Palazzo Marino, in Piazza della Scala no. 2, and at the Sala Napoleonica of the Brera Academy of Fine Arts, in Via Brera 28. The events were organised by the Ethicando



Association of Milan ([www.ethicando.it](http://www.ethicando.it)) in collaboration with the City of Milan and the ARD&NT Institute (Brera Academy of Fine Arts and Milan Polytechnic University).

It was an interesting opportunity to explore some aspects of the sustainability of art, a topic that is multidisciplinary by nature and explored by distinguished academics and experts, as well as various cultural personalities. In particular, the conference analysed the new modes of expression of the arts in a sustainable key in the era of new technologies, both in terms of bridging between the different creative languages, and in terms of values, i.e. in terms of the artwork's capacity to be the spokesperson for a social message and/or sustainable artistic-cultural promotion with positive effects on the community and all the stakeholders involved. The central moment of the conference was the promotion of the artistic production of **Arvedo Arvedi**, 'disciple' of the American environmental artist **John David Mooney**, both present at the event.

Some of Arvedo Arvedi's works, documenting his artistic evolution, were exhibited in the Sala Alessi and the Sala degli Arazzi. The artist had worked creatively for years in a sustainable key, expressing, through his works, messages of social edification and an interesting dialogue between different creative languages (writing, painting, sculpture, fashion, design).

During the event, the book entitled SUSTAINABLE ART. TRANSMEDIALITY OF THE ARTIST ARVEDO ARVEDI was presented. The book, published by Silvana Editoriale (2022) and edited by **Marco Eugenio Di Giandomenico**, contains contributions by art experts, such as **Massimiliano Marafon Pecoraro**, **Raffaella Salato**, **Diana Alessandrini**, **Riccardo Maria Braglia**, as well as **John David Mooney**, on the themes of the conference and Arvedi's personal and artistic biography.

On this topic, speakers at the event included, among others, the art curator **Marco Eugenio Di Giandomenico**, **Filippo Barberis**, Councillor of the Municipality of Milan, **Roberto Favaro**, musicologist and former deputy director of the Brera Academy, as well as director of the SOUNDART master course at the ARD&NT Institute, **Domenico Nicolamarino** (lecturer at the Brera Academy of Fine Arts in Milan), **Riccardo Maria Braglia** (art critic), **Massimiliano Marafon Pecoraro** (art historian), **Marzio Dallagiovanna** (Vice President and Treasurer of the Executive Committee of the Permanent Secretariat of the World Summit of Nobel Peace Laureates), **Annaluce Licheri** (President of the Associazione Italia In Testa), **Franco Scepi** (Head of Art and Culture at the Gorbachev Foundation), as well as various personalities from the arts and culture.

**Robert Allegrini**, President of the NIAF (National Italian American Foundation) in Washington, D.C. (USA) also attended the event.

The event, which also featured musical performances by Maestro **Matteo Bensi** (solo voice and accordion) and Maestro **Attilio Rubba** (piano) as a tribute to **Ennio Morricone**, enjoyed the media support of the international communication platform Betting On Italy (BOI), which promotes cultural and artistic initiatives on themes of enhancing and promoting Italian-made products around the world.

We thank **Carmela** and **Rebecca Nicolamarino** for their interpreting contribution.

- On Thursday 27 October 2022, the exhibition of artist **Milan Goldschmiedt** entitled PHANTA REI, curated by art critic **Marco Eugenio Di Giandomenico**, was successfully held at the former San Carpofofo Church of the Brera Academy of Fine Arts in Milan.

The initiative, organised in collaboration with the Ethicando Association, took place as part of the History of Music and Musical Theatre Course at the Brera Academy of Fine Arts in Milan and the SOUNDART Master's Course at the ARD&NT Institute (Brera Academy of Fine Arts and Milan Polytechnic University), directed by Prof. **Roberto Favaro**.

An interesting moment of education and aesthetic enjoyment, open to students and citizens, in which Goldschmiedt's works dialogued with the music of violinist **Yulia Berinskaya**, who performed pieces by Mozart, Tchaikovsky, Brahms and Bartók.

The audience was given the opportunity to immerse themselves in the fantastic colours and futuristic morphologies of the artist's works in an exciting musical bridging of remarkable fallout and experiential edification.

*"The dialogue between different creative languages,"* said curator **Marco Eugenio Di Giandomenico**, *"represents a mode of aesthetic enjoyment, which comes from afar, but which in today's age, dominated by the incessant development of new technologies, is more topical than ever. Golschmiedt, with his fantastical aesthetic allure, deals in a disenchanted manner with pivotal social issues, which today constitute the expressive focus of so much contemporary art. Each of his works plunges the observer into a dreamlike magma out of time, whose sonority naturally sinks into music, which in Berinskaya has found a brilliant interpreter"*.

The event, which was part of the SUONO E ARTE (SOUND AND ART) review at the Brera Academy, was also organised in collaboration with the association Gli Amici di Musica/Realtà, and was promoted by the international communication platform Betting On Italy (BOI), which has always been sensitive to supporting the best sustainable art initiatives in the media.

- On Saturday 3 December 2022, 5:00 p.m. - 6:30 p.m., the closing event of the contemporary art exhibition LIBERI DALLE BARRIERE – FREED FROM BARRIERS, curated by **Marco Eugenio Di Giandomenico** and organised by **Giovanna Repossi**, was successfully held at Spazio BIG Santa Marta, Via Santa Marta 10, Milan. After the presentation press conference held at the Palazzo Reale on 15 November 2022, moderated by SKY TV journalist **Valentina Clemente**, and the inauguration of the exhibition at the Spazio BIG Santa Marta on 24 November 2022, with the participation of various personalities from the world of institutions, culture, art, professions and business, a very successful exhibition and media tour ended on 3 December 2022. It was successful especially due to the positive response from the attending public.

A large part of the 25 works donated by the artists were given as gifts to the visitors who contributed financially to the success of the projects implemented for disabled people carried out by the Ariel Foundation and the Cooperativa Il Balzo Onlus selected by 1 Caffè Onlus.

At the closing event, in addition to the representatives of the organising bodies (**Stelio Campanale** for Centro Sudi Orange Table, **Francesco Fabbiani** and **Raffaele Caccavo** for F&C Studio Legale Tributario) and their partners/sponsors (**Riccardo Taverna** for WeGlad and **Silvia Meacci** for 1 Caffè Onlus), **Fernando Nazaro**, Vice President of the Tourism Section of Confindustria Lecce, spoke.

This participation was dictated by the circumstance that LIBERI DALLE BARRIERE – FREED FROM BARRIERS, precisely because of its winning approach, both in terms of raising public awareness on the issue of improving the quality of life of the disabled in urban centres, and in terms of its ability to raise funds to be donated to this issue, and promoting an operational solution for public administrations, such as the one proposed by the WeGlad platform, has become a media format, which has been receiving considerable interest for development/re-proposal, especially from entrepreneurs operating in various Italian territories.

At the closing event, which also saw the participation of Paralympic champion **Alberto Amodeo**, testimonial of the initiative, the short film entitled 'Game (Is Not) Over', directed by **Riccardo Romani**, produced by Robusto Films in 2022 (executive producers: **Giovanna Repossi** and **Francesco Fabbiani**) was screened. The monograph LIBERI DALLE BARRIERE (FREED FROM BARRIERS) was also presented, edited by art critic **Marco Eugenio Di Giandomenico**, published by Ethicando Editore (2022), with editorial contributions also by **Lamberto Bertolé** (Councillor for Welfare and Health of the Municipality of Milan), **Tommaso Sacchi** (Councillor for Culture of the Municipality of Milan), **Giovanna Repossi**, **Stelio Campanale**, **Francesco Fabbiani**.

LIBERI DALLE BARRIERE (FREED FROM BARRIERS) aims to raise public awareness on the long-standing issue of architectural barriers for the mobility of people with disabilities in urban centres and to promote fundraising in favour of relevant projects carried out by non-profit organisations operating in the sector: in return for a donation, visitors were invited to take one or more of the artworks.

Sharing the charity leitmotif of the event, the artists donated their works of art: **Mauro Balletti**, **Crissi Campanale**, **Manuela Carrano**, **Silvia Ciaccio**, **Flavio Di Renzo**, **Chiara Dynys**, **Ottavio Fabbri**, **Piero Figura**, **Francesco Fornasieri**, **Letizia Fornasieri**, **Marco Lodola**, **Milo Lombardo**, **Marco Marezza**, **Giorgio Piccaia**, **Giorgio Restelli (Giores)**, **Gigi Rigamonti**, **Riccardo Romani**, **Marcos Domingo Sánchez**, **Francesco Santosuosso**, **Davide Scutece**, **Riccardo Stellini**, **Carla Tolomeo**, **Tsuchida Yasuhiko**.

The event, which will be replicated in other locations in Italy and abroad, was promoted by the international communication platform Betting On Italy (BOI), which has always been sensitive to media support for the best sustainable art initiatives.

2023

- Tuesday, 24 January 2023, 10:30 a.m. - 1:00 p.m., at the Sala Napoleonica of the Brera Academy of Fine Arts, via Brera no. 28 in Milan, as part of the didactic activities of the Festival Theatre course, the conference/open lecture entitled *SUSTAINABLE MOVIE* was organised, with the artistic and scientific curatorship of the art critic **Marco Eugenio Di Giandomenico** and the set designer **Domenico Nicolamarino**, in collaboration with Ethicando Association, Betting On Italy (BOI), A.S.C. (Associazione Italiana Scenografi, Costumisti e Arredatori), and Rivista Scenografia&Costume.

Various personalities from the world of institutions, culture and film production and communication discussed the issue of the sustainability of contemporary cinema, with a focus on creative dialogues between the seventh art and other applied arts (fashion, photography, design).

During the event there were musical moments curated by Maestro **Matteo Bensi**.

After the introductory speeches by curators **Marco Eugenio Di Giandomenico** and **Domenico Nicolamarino**, speakers included **Roberto Marti** (President of the 7th Permanent Commission, Culture and Cultural Heritage, Public Education, of the Senate of the Republic), **Giulia Puglia** (Cultural Manager, Cultural Councillor of the Municipality of Nardò), **Alberto Barbera** (Artistic Director of the Venice International Film Festival), **Anthony**

**LaMolinara** (Film Director, Academy Award for Best Special Effects), **Giovanni Licheri** and **Alida Cappellini** (Set and Costume Designers), **Luciano Barbetta** (entrepreneur).

The open lecture, which benefitted from the interpreting services of **Carmela** and **Rebecca Nicolamarino**, was organised for Brera Academy students and the invited public.

- **INCISIONE/PITTURA/SCULTURA A/R (Andata e Ritorno)** is the personal exhibition of artist **Antonietta Viganone**, one year after her death, curated by art critic **Marco Eugenio Di Giandomenico**.

The initiative, which was organised by the Fondazione Antonietta Viganone ETS, presided over by **Francesco Fabbiani**, in collaboration with F&C Studio Legale Tributario, Ethicando Association of Milan and the international communication platform Betting On Italy (BOI), took place at the exhibition spaces of F&C Studio Legale Tributario in Milan, Corso Vittorio Emanuele II no. 30, from 14 June to 31 July 2023.

The exhibition, which opened on Wednesday 14 June 2023 (18:30-21:00), included N. 10 works by the artist (N. 3 engravings; N. 2 sculptures and N. 5 paintings), which document the process of Viganone's artistic evolution in almost sixty years of activity, with an interesting transfer of creative languages, from engraving to painting and sculpture in a circular A/R (round trip).

Also on display were two sculptures from the 'The Tree' series. "The theme of the tree, and in particular of the mulberry tree, in her sculptural works," commented art curator Marco Eugenio Di Giandomenico, "undoubtedly denounces her 'sustainable' anxiety, especially in terms of the necessary safeguarding of a planet harassed by the reckless devastating action of human beings, who are increasingly forced to live in urban contexts that deny primary existential values. Her mulberry trees, however, are 'trees of life', following in the footsteps of the Ovidian myth of Pyramus and Thisbe (cf. Ovid, *Metamorphoses*, Book IV, 55-166) they guard the secret of eternal Love, they express the hope of renewal and rebirth for a human being who is less and less able to 'look upwards'". The initiative was prodromal to a personal anthological exhibition, which was later organised in the autumn of 2023 in an institutional venue in Milan.

- On Thursday, 31 August 2023, on the occasion of the 80th Venice International Film Festival, curated by the contemporary art critic **Marco Eugenio Di Giandomenico**, the event entitled **SustMOVIE**, organised by the Milan-based Ethicando Association and the international communication platform Betting On Italy (BOI), in collaboration with the Fondazione Ente dello Spettacolo and the magazine *Cinematografo*, was successfully held at the Spazio *Cinematografo* of the Hotel Excelsior on the Venice Lido.

The round table, which focused on the sustainability of contemporary cinema, involved various personalities from culture and institutions, journalists, artists, and entrepreneurs connected in various ways to the world of cinema.

"*SustMOVIE* is a moment of confrontation between academics, institutions and operators in the film sector," said art critic **Marco Eugenio Di Giandomenico**. "A film is sustainable not only insofar as it is 'green', i.e. produced with respect for the environment and the human resources used, but also insofar as it succeeds in combining the creative activity of the various artists involved in its production with the frontiers of new technologies (artificial intelligence, etc.) and the need to obtain an artistic product of social edification and territorial enhancement".

The Discussion was attended by:

- Sen. **Roberto Marti**, President of the 7th Permanent Commission of the Senate of the Republic (Culture and Cultural Heritage, Public Education, Scientific Research, Entertainment and Sport)
- **Davide Milani**, President of the Fondazione Ente dello Spettacolo di Roma;
- **Luciano Pettoello Mantovani**, Secretary General of the Indian Chamber of Commerce for Italy in Milan;
- **Cristina Bolla**, President of the Genoa Liguria Film Commission;
- **Giulia Puglia**, Councillor for Culture of the Municipality of Nardò (LE);
- **Severino Ricci**, delegate of California Surf Museum in Oceanside (CA - USA);
- **Stefano Minerva**, President of the Province of Lecce, Mayor of the Municipality of Gallipoli (LE);
- **Antonio Piteo**, deputy mayor Municipality of Gallipoli (LE);
- **Domenico Nicolamarino**, set designer, architect, professor at the Brera Academy of Fine Arts in Milan
- **Carlo Poggioli**, President of A.S.C. (Associazione Italiana Scenografi Costumisti Arredatori);
- **Giovanni Licheri**, set designer;
- **Alida Cappellini**, set designer and actress;

- **Fabio Dell'Aversana**, SIEDAS President;
- **Annaluce Licheri**, professor of Legislation and Economics of the Arts and Entertainment at the Academy of Fine Arts in Turin;
- **Luciano Barbetta**, entrepreneur;
- **Pietro Gabrielli**, entrepreneur;
- **Giulio Bonizzato**, entrepreneur;
- **Fernando Nazaro**, Vice President Tourism Section Confindustria Lecce;
- **Alessandro Galipoli Di Giandomenico**, cultural anthropologist and massmediologist;
- **Marina Castelnuovo**, actress and performer of Hollywood diva Elizabeth Taylor;
- **Christian Gaston Illan**, Beesness Magazine;
- **Giovanni De Santis**, E-cinema.

The initiative enjoyed the patronage of the Indian Chamber of Commerce for Italy in Milan, the California Surf Museum in Oceanside (CA - USA), a number of local public institutions (Municipality of Nardò, Municipality of Gallipoli, Province of Lecce), as well as the media support of the magazines E-cinema, Beesness, Arti e Spettacolo and Italy2California. It was also part of a series of scientific conferences in Italy and abroad (Brera Academy of Fine Arts in Milan, Senate of the Italian Republic, Italian Chamber of Deputies, State University of Milan, Comillas Universidad Pontificia). Ethicando Association organised the event in an exemplary manner, also thanks to the relational contributions of **Francis Worth** and **Antonella Stifani**, and the financial support of Villa Tuscolana in Frascati (Rome).

- The two conferences on the sustainability of art (29.11.2023 and 04.12.2023) and the exhibitions of the works of art by **Tiziano Calcari** (29.11.2023-01.12.2023) and **Caterina Romano** (04.12.2023-06.12.2023) were successfully held at the Museo del Risorgimento in Milan, under the artistic and scientific curatorship of **Marco Eugenio Di Giandomenico**.

The event, organised by Ethicando Association of Milan with the media support of Betting On Italy (BOI) and Estro Digitale, was sponsored by the Indian Chamber of Commerce for Italy, the Antonietta Viganone ETS Foundation and the California Surf Museum in Oceanside (CA- USA). Silvana Editoriale, Rivista di Arte e Diritto (Giuffrè Francis Lefebvre), Beesness Magazine contributed to the dissemination of the initiative. The conferences, both held in the Conference Room of the Museo del Risorgimento, constituted a moment of interesting discussion on the theme of the sustainability of art, and in particular contemporary art, with the participation of personalities from the world of institutions, the third sector, professions, culture and art, including: **Tommaso Sacchi** (Councillor for Culture of the Municipality of Milan), **Filippo Barberis** (Councillor of the Municipality of Milan), **Mauro Bertelli** (Mayor of the Municipality of Irma - BS), **Severino Ricci** (delegate California Surf Museum, Oceanside CA-USA), **Francesco Fabbiani** (President Fondazione Antonietta Viganone), **Alessandro Coscia** (events and exhibitions manager Pinacoteca di Brera), **Cecilia Giannini** (Head of International Projects of the Indian Chamber of Commerce for Italy - ICCI), **Federico Boni** (Full Professor of Sociology of Cultural and Communicative Processes at the State University of Milan), **Roberto Rosso** (Full Professor of Photography at the Brera Academy of Fine Arts in Milan), **Laura Castelli** (Associate Professor of Private Law at the State University of Milan; editor of the magazine Arte e Diritto), **Maria Letizia Giorgetti** (associate professor of Applied Economics at the Università Statale di Milano), Mariolina Graziosi (psychoanalyst), Paolo Calcari (contemporary art curator), **Christian Gaston Illan** (Beesness Magazine), **Martina Corgnati** (full professor of History of Art at the Accademia di Belle Arti di Brera in Milan), **Isabella Catapano Botero** (general director of the Fondazione L'Albero della Vita), **Barbara Caiulo** (midwife).

*"The theme of the sustainability of art," said curator Marco Eugenio Di Giandomenico, "is at the heart of the debate on contemporary art, especially as a consequence of the incessant development of new technologies that continuously reshape the creative languages of the new generations of artists. The theme is highly topical and involves multiple disciplinary compartments including sociology, psychology, anthropology, philosophy, theology, artistic hermeneutics, as well as the various scientific disciplines of reference that have a pervasive impact on the technique (Τέχνη) of artists who are increasingly immersed in the digital world".*

During the debates, **Marco Eugenio Di Giandomenico** presented the contents of his book entitled *'The Artistic Experience of Tiziano Calcari. Creatività e lutto nell'arte sostenibile' (Creativity and Mourning in Sustainable Art)*, published by Silvana Editoriale (2023), promoting scientific reflections and dialectical discussion among the speakers involved on the topic of sustainable art.

Two interesting exhibitions of contemporary artists, such as **Tiziano Calcari** and **Caterina Romano**, whose creative languages, differing in their modes of expression and compositional leitmotifs, declined in contemporary sustainable artistic productions, imbued with messages of social and personal edification for the aesthetic user, were set up in the Glass Room of the Museo del Risorgimento.

The event at the Museo del Risorgimento represents one of the stages in a path of artistic and aesthetic research carried out for more than twenty years by the art critic **Marco Eugenio Di Giandomenico** on the sustainability of contemporary art, which has already seen other in-depth studies at the Brera Academy of Fine Arts in Milan, the La Statale University of Milan, the Venice International Film Festival, the Chamber of Deputies in Rome, and which will find another important moment in 2024 in a major event at the Comillas Catholic University in Madrid.

2024

- The **SustART** (Discussion & Exhibit) event took place successfully, with an exhibition of **Tiziano Calcari's** artistic works and the presentation of the book *The artistic experience of Tiziano Calcari. Creativity and mourning in Sustainable Art (L'esperienza artistica di Tiziano Calcari. Creatività e lutto nell'arte sostenibile)* (**Marco Eugenio Di Giandomenico**, Milan, Silvana Editoriale, 2023), with the artistic and scientific curatorship of **Marco Eugenio Di Giandomenico**, and the institutional participation of **Hon. Lorenzo Cesa** (President of the Italian Delegation to the NATO Parliamentary Assembly), **Sen. Roberto Marti** (President of the 7th Committee of the Senate of the Republic - Culture and Cultural Heritage, Public Education), **Hon. Saverio Congedo** (Leader of the FdI Group, Commission VI - Finance, Member of the Anti-Mafia Commission of the Chamber of Deputies), **Hon. Andrea Caroppo** (Member of the 9th Transport, Post and Telecommunications Commission of the Chamber of Deputies), **Dr. Giacomo Vigna** (Director of Division V 'Made in Italy and Creative Industries', Directorate General for Industrial Policy, Innovation and SMEs, Ministry of Enterprise and Made in Italy), with speeches by personalities from the world of culture and art, professions, university and academia, and creative industries, at Palazzo Theodoli-Bianchelli, Sala Giacomo Matteotti, Chamber of Deputies, Rome, 16 February 2024.



Discussion

# SustART Sostenibilità dell'Arte e Promozione Territoriale

**Direttore Artistico e Scientifico:  
Marco Eugenio Di Giandomenico**

Relazioni Pubbliche  
Antonella Stifani

**Nell'occasione sono esposte due Opere d'Arte  
di TIZIANO CALCARI  
ed è presentato il libro**

**L'esperienza artistica di Tiziano Calcari.  
Creatività e lutto nell'arte sostenibile**

*(M.E. Di Giandomenico, Silvana Editoriale, 2023)*

**Venerdì, 16 febbraio 2024  
Ore 10:30 - 13:00**

**CAMERA  
DEI  
DEPUTATI**

**CAMERA DEI DEPUTATI**  
Palazzo Theodoli-Bianchelli  
Sala Giacomo Matteotti  
Piazza del Parlamento, 19  
00186 Roma

**Interventi istituzionali:**

**on. Lorenzo Cesa**

(Presidente della Delegaz. Italiana  
presso l'Assemblea Parlamentare della NATO)

**sen. Roberto Marti**

(Presidente 7ª Comm. del Senato della Repubblica -  
Cultura e Patrimonio Culturale, Istruzione Pubblica)

**on. Saverio Congedo**

(Capogruppo Fdi Commissione VI - Finanze  
Componente Commissione Antimafia  
della Camera dei Deputati)

**on. Andrea Caroppo**

(Componente della IX Commissione  
Trasporti, Poste e Telecomunicazioni  
della Camera dei Deputati)

**dott. Giacomo Vigna**

(Dirigente Divisione V  
'Industrie made in Italy e industrie creative'  
Direz. Gen. per la politica industriale,  
l'innovazione e le PMI  
Ministero delle Imprese e del Made in Italy)

## DISCUSSION:

**Marco Eugenio Di Giandomenico**

(Critico d'Arte Contemporanea, Teorico della Sostenibilità dell'Arte e della Cultura)

**Anna Lisa Tota**

(Prorettrice Vicaria dell'Università degli Studi Roma Tre)

**Marcella Caradonna**

(Presidente ODCEC Milano)

**Roberto Rosso**

(Professore Ordinario di Fotografia all'Accademia di Belle Arti di Brera di Milano)

**Domenico Nicolamarino**

(Professore Ordinario di Scenografia all'Accademia di Belle Arti di Brera di Milano)

**Maria Letizia Giorgetti**

(Professoressa di Economia Industriale - UNIMI)

**Francesco Fabbiani**

(Presidente della Fondazione Antonietta Viganone di Milano)

**Fabio Dell'Aversana**

(Presidente SIEDAS)

**Carlo Poggioli**

(Presidente A.S.C.)

**Annaluce Licheri**

(Presidente ITALIA IN TESTA)

**Luigi De Luca**

(Coordinatore Poli Biblio-Museali Brindisi-Lecce-Foggia)

**Stefano Minerva**

(Presidente Provincia di Lecce, Sindaco Comune Gallipoli-LE)

**Fabio Vergine**

(Sindaco Comune Galatina-LE)

**Giuseppe Tanisi**

(Sindaco Comune Taviano-LE)

**Giorgio Salvatore Toma**

(Sindaco Comune Matino-LE)

**Nicola Delle Donne**

(Presidente Confindustria Lecce)

**Fernando Nazaro**

(imprenditore turistico; Vice Presidente, sez. Turismo, Confindustria Lecce)

**Giulia Puglia**

(Assessore Cultura Comune Nardò-LE)

**Roberta Iasella Vilei**

(Assessore Cultura, Turismo e Istruzione Comune Maglie-LE)

**Georgia Tramacere**

(Vice Sindaco Comune Aradeo-LE)

**Antonella Miccoli**

(Assessore Lav. Pubbl. e Amb. Comune Torchiarolo-BR)

**Giovanni Licheri e Alida Cappellini**

(artisti scenografi)

**Guido De Angelis**

(musicista, produttore cinematografico)

**James Tumminia**

(regista cinematografico hollywoodiano)

**Antonella Salvucci**

(attrice; consigliere del Capri Hollywood International Film Festival)

**Tiziano Calcari**

(artista)

**Paolo Calcari**

(curatore d'arte)

**Sergio Brio**

(ex calciatore Juventus)

**Francesca Romana Buffetti**

(direttrice responsabile Scenografia & Costume)

**Christian Gaston Illan**

(Beesness Magazine)



- The *SUART 2024* Forum & Exhibit, conceived and artistically directed by the art critic **Marco Eugenio Di Giandomenico** and academically by **José Luis Rey Pérez** (Professor of Philosophy of Law at the Universidad Católica Comillas de Madrid), was successfully held, organised by the Catholic University Comillas of Madrid in collaboration with the University of Milan (Department of Private Law and History of Law) and the University of Florence (Department of Legal Sciences), with the solo exhibition of the artist **Antonietta Viganone** (27. 05.2024 - 10.06.2024), curated by **Marco Eugenio Di Giandomenico** and organised in collaboration with the Fondazione Antonietta Viganone of Milan, chaired by **Francesco Fabbiani**. Speakers included: **Enrique Sanz Giménez-Rico, S. J** (Rector of the Faculty of Law ICADE at the Catholic University Comillas in Madrid), **Abel Veiga Copo** (Dean of the Faculty of Law ICADE at the Catholic University Comillas in Madrid), **Rafael Mateu de Ros** (Partner at Ramón y Cajal Abogados in Madrid), **Juan Antonio Badillo Arias** (Professor of Mercantile Law at the University Alcalá de Henares), **Adolfo Autric** (lawyer), **Marco Eugenio Di Giandomenico** (art critic theorist of the sustainability of art), **José Luis Rey Pérez** (professor of philosophy of law at the Universidad Católica Comillas in Madrid), **Francesco Fabbiani** (President of the Fondazione Antonietta Viganone in Milan), **Domenica D'Elia** (board member of the Fondazione Antonietta Viganone in Milan), **Elisabetta Falck** (President of the Associazione 100 Amici del Libro in Milan), **Federico de Montalvo Jääskeläinen** (Professor of Constitutional Law at the Catholic University Comillas in Madrid), **Albina Candian** (Professor of Comparative Private Law at UNIMI), **Laura Castelli** (Associate Professor of Private Law at UNIMI), **Víctor Luis de Nicolás de Nicolás** (Professor of Economics of Innovation at the Catholic University Comillas in Madrid) **Maria Letizia Giorgetti** (professor of industrial economics at UNIMI), **Andrea Caloni** (research fellow in private law at UNIMI), **Federica Gattillo** (PhD student in comparative private law at UNIM), **Christian Gaston Illan** (Beesness Magazine), **Ivan Giordano** (Vice President of the ADR Observatory), **Ana de la Cueva Fernández** (President of the Spanish Patrimonio Nacional), Pontifical Comillas University, Madrid, 27 May 2024. The scientific committee of the event consisted of: **Albina Candian** (full professor of comparative private law at UNIMI), **Laura Castelli** (associate professor of private law at UNIMI), **Marco Eugenio Di Giandomenico** (contemporary art critic, sustainable art theorist), **Sara Landini** (full professor of economic law at UNIFI), **Miguel Martínez Muñoz** (Professor of Market Regulation at the Universidad Católica Comillas de Madrid), **José Luis Rey Pérez** (Professor of Philosophy of Law at the Universidad Católica Comillas de Madrid), **Abel Benito Veiga Copo** (Dean of the Faculty of Law ICADE at the Universidad Católica Comillas de Madrid).

## IX

### RELEVANT SITOGRAPHY

(Non-Exhaustive Listing)

- ❖ <http://www.wylford.it/home.html>
- ❖ <http://www.bergamoversoexpo.it/home.html>
- ❖ [www.lifely.it](http://www.lifely.it)
- ❖ [http://www.youtube.com/channel/UC\\_qtTUEvOwmVzI1syWe7c-g](http://www.youtube.com/channel/UC_qtTUEvOwmVzI1syWe7c-g)
- ❖ [www.marcianumpress.it](http://www.marcianumpress.it)
- ❖ <http://www.cifaitalia.it/consorzio-wylford-intervista-al-presidente-m-e-di-giandomenico.html>
- ❖ <https://www.corriereinformazione.it/i-nostri-bloggers/blogger/elenchi/4245-marco-eugenio-di-giandomenico.html>
- ❖ <http://www.accademiadibrera.milano.it/it/vita-spirale%E2%80%93spiral-life.html>
- ❖ <http://www.cisa.unifi.it/?q=node/6>
- ❖ <http://www.radioradicale.it/soggetti/marco-eugenio-di-giandomenico>
- ❖ <http://www.newsetvlucera.it/notizia6069.htm>
- ❖ <http://www.infooggi.it/articolo/giusy-darrigo-vita-a-spirale/49190/>
- ❖ <http://italianbusiness.org/wp-content/uploads/2013/09/MADE-BY-ITALIANS-FINAL-PROGRAM-DRAFT-Sept-27-2013.pdf>
- ❖ <http://www.cenacolodibagutta.it/>
- ❖ <http://almed.unicatt.it/almed-i-finalisti-del-premio-internazionale-di-sceneggiatura-family-and-italian-style-2012-presentazione>
- ❖ <http://www.ilgiornale.it/news/lesistenza-terrena-attraverso-madre-977644.html>
- ❖ <http://www.iandola.com/tag/paola-maugeri/>
- ❖ [http://rizzoli.rcslibri.corriere.it/libro/3694\\_meglio\\_qui\\_che\\_in\\_riunione\\_alberti\\_schatz\\_vaglieri.html](http://rizzoli.rcslibri.corriere.it/libro/3694_meglio_qui_che_in_riunione_alberti_schatz_vaglieri.html)
- ❖ <http://www.labiennale.org/it/cinema/archivio/mostra-68/68miac/eventi-incontri.html>
- ❖ <http://en.tibet328.cn/01/04/10/7/200910/t441871.htm>
- ❖ <http://www.apuliamagazine.it/xvii-edizione-dellappuntamento-con-la-daunia-a-orsara-di-puglia-da-peppe-zullo.html>
- ❖ <http://www.comune.venezia.it/flex/cm/pages/ServeBLOB.php/L/IT/IDPagina/16003>
- ❖ <http://www.physeon.eu/wp-content/uploads/2012/03/brochure-eticmedia.pdf>
- ❖ [http://www.lovereeventi.it/index.php?option=com\\_content&view=article&id=258:comunicato-stampa-serata-di-chiusura-di-provincia-di-bergamo-verso-lexpo&catid=42:2012&Itemid=71](http://www.lovereeventi.it/index.php?option=com_content&view=article&id=258:comunicato-stampa-serata-di-chiusura-di-provincia-di-bergamo-verso-lexpo&catid=42:2012&Itemid=71)
- ❖ <http://www.i-filmsonline.com/films/index.php/News/omaggio-ad-anna-magnani-e-premio-internazionale-di-sceneggiatura-family-and-italian-style-al-betting-in-italy.html>
- ❖ [http://www.unich.it/unichieti/appmanager/unich/ateneo?nfpb=true&pageLabel=ateneo\\_portal\\_page\\_26&path=/BEA%20Repository/298009](http://www.unich.it/unichieti/appmanager/unich/ateneo?nfpb=true&pageLabel=ateneo_portal_page_26&path=/BEA%20Repository/298009)
- ❖ <http://www.cuccagna.org/portal/IT/news/view.php?id=457>
- ❖ <http://studiomazzolari.wordpress.com/2009/11/13/giornata-di-studio-a-chieti-assieme-al-consorzio-wylford/>
- ❖ [http://www.unimi.it/cataloghi/unicom/Convegno\\_agro\\_12\\_ottobre\\_programma.pdf](http://www.unimi.it/cataloghi/unicom/Convegno_agro_12_ottobre_programma.pdf)
- ❖ <http://www.fondazioneflorens.it/14-heritage-2012-un-viaggio-nel-patrimonio-culturale%E2%80%A8-criticita-e-valorizzazione/>
- ❖ <http://www.jdgroup.it/quickuploads/files/Conv%20Naz%20Aspim%20Europa%20Roma%2023%20Ott%202012%20-%20PRESENTAZ-PROGRAMMA-RELATORI-ISCRIZ.pdf>
- ❖ <http://www.dentromilano.eu/2013/05/02/betting-on-italy-la-nuova-piattaforma-di-eventi-del-consorzio-wylford-per-promuovere-le-iniziativae-eccellenti-italiane-all%E2%80%99estero/>
- ❖ <http://www.ilsitodifirenze.it/content/272-domani-il-master-ambiente-ed-energia-organizzato-dal-gruppo-spini-firenze>



- ❖ <http://www.cinegiornalisti.com/magazineonlinevisualizza.asp?id=1959>
- ❖ [http://www.odcecpadova.it/upload/il%20controllo%20indipendente%20negli%20enti%20ono%20profit%20e%20il%20contributo%20professionale%20del%20Dottore%20Commercialista%20e%20dell'esperto%20Contabile\).pdf](http://www.odcecpadova.it/upload/il%20controllo%20indipendente%20negli%20enti%20ono%20profit%20e%20il%20contributo%20professionale%20del%20Dottore%20Commercialista%20e%20dell'esperto%20Contabile).pdf)
- ❖ <http://cinefestival.blogosfere.it/2009/11/pesto-e-cous-cous-vince-il-premio-di-sceneggiatura-fis.html>
- ❖ <http://www.unric.org/it/images/Invito%20Conferenza%20Stampa%20CONFfinale.pdf>
- ❖ <http://www.youtube.com/watch?v=2mrxtKAO58Y>
- ❖ <https://www.corriereinformazione.it/20100113888/libri-e-book/management-etico-marco-eugenio-di-giandomenico-e-la-responsabilita-sociale-dimpresa.html>
- ❖ <http://ing.univaq.it/energeti/link/programma1.html>
- ❖ <http://www.capogirogioielli.com/events/omaggio-ad-elizabeth-taylor.html>
- ❖ <https://www.youtube.com/watch?v=p7TWXsqTKTE>
- ❖ <https://www.youtube.com/watch?v=DUVNcoICCGU>
- ❖ <https://www.youtube.com/watch?v=07feWYhf7f8>
- ❖ <https://www.youtube.com/watch?v=4azGhm436zw>
- ❖ <https://www.youtube.com/watch?v=Hq93ct-Abso>
- ❖ <https://www.youtube.com/watch?v=fFL3aNZsKhc>
- ❖ <https://www.youtube.com/watch?v=8lIPFxyreYOs>
- ❖ <https://www.youtube.com/watch?v=9Fif5b9lJO8>
- ❖ <https://www.youtube.com/watch?v=8l-iUmcuLJE>
- ❖ <https://www.youtube.com/watch?v=2mrxtKAO58Y>
- ❖ <https://www.youtube.com/watch?v=ZhLmQi67Ve8>
- ❖ [https://www.youtube.com/watch?v=ExV3aVst\\_to](https://www.youtube.com/watch?v=ExV3aVst_to)
- ❖ <https://www.youtube.com/watch?v=Jw8-GxveeAk>
- ❖ <https://www.youtube.com/watch?v=LqnaH4dm7Vg>
- ❖ <https://www.youtube.com/watch?v=rMHosve82J4>
- ❖ <https://www.youtube.com/watch?v=OwpaoO9Kynw>
- ❖ [https://www.youtube.com/watch?v=RaX\\_7Q-iNhE](https://www.youtube.com/watch?v=RaX_7Q-iNhE)
- ❖ <https://www.youtube.com/watch?v=zUFothwZXew>
- ❖ <https://www.youtube.com/watch?v=AGkDf8nKdqQ>
- ❖ <https://www.youtube.com/watch?v=PiLM3Ia3SWY>
- ❖ <https://www.youtube.com/watch?v=2NFeaHqpLmg>
- ❖ <https://www.youtube.com/watch?v=aEZ6AaQuNLY>
- ❖ <https://www.youtube.com/watch?v=HNVUtFjDBaE>
- ❖ [https://www.youtube.com/watch?v=pJ\\_zmVkzZ6c](https://www.youtube.com/watch?v=pJ_zmVkzZ6c)
- ❖ <https://www.youtube.com/watch?v=tYotTjTkuhQ>
- ❖ <https://www.youtube.com/watch?v=hbisGhh1lgM>
- ❖ <https://www.youtube.com/watch?v=q6ZONaEaOeo>
- ❖ <https://www.youtube.com/watch?v=Eh69OhQm8YQ>
- ❖ <https://www.youtube.com/watch?v=emOgVhXJzDU>
- ❖ <https://www.youtube.com/watch?v=pjg03ufKlKM>
- ❖ <https://www.youtube.com/watch?v=LVqxfOksMoU>
- ❖ <https://www.youtube.com/watch?v=hQmD2zyINXU>
- ❖ <https://www.youtube.com/watch?v=LEoDxqfI6nc>
- ❖ <https://www.youtube.com/watch?v=vygKeUuc-fc>
- ❖ <http://www.2duerighe.com/la-dolce-vita-cinema/29466-lintramontabile-grace-kelly-apre-il-festival-del-cinema-di-cannes.html>

- ❖ <http://www.giornaledimontesilvano.com/cultura/34-cultura/24443-tundurundu-pensieri-di-amore-e-di-bellezza-un-anno-di-facebook-di-marco-eugenio-di-giandomenico.html>
- ❖ <http://www.2duerighe.com/macondo-divagazioni-letterarie/23985-tundurundu-pensieri-di-amore-e-di-bellezza-di-marco-eugenio-di-giandomenico.html>
- ❖ <http://www.milanopost.info/2014/01/28/tundurundu-pensieri-di-amore-e-bellezza-un-anno-di-facebook/>
- ❖ <http://www.corriereinformazione.it/2014013027614/libri-e-book/tundurundu-pensieri-di-amore-e-di-bellezza-un-anno-di-facebook.html>
- ❖ <http://www.ilsussidiario.net/News/Cultura/2014/3/13/LETTURE-Tundurundu-l-amore-e-la-fede-ai-tempi-di-Facebook/480180/>
- ❖ [http://www.rivistasegno.eu/?page\\_id=22350](http://www.rivistasegno.eu/?page_id=22350)
- ❖ <http://assergiracconta.altervista.org/archivioNews.php?page=1&id=6563>
- ❖ [http://www.ondatv.tv/index.php?option=com\\_k2&view=item&id=10986:tundurundu%CC%80-autobiografia-di-uno-scrittore-abruzzese](http://www.ondatv.tv/index.php?option=com_k2&view=item&id=10986:tundurundu%CC%80-autobiografia-di-uno-scrittore-abruzzese)
- ❖ <http://www.2duerighe.com/economia/25086-presentata-con-successo-a-milano-la-nuova-edizione-del-libro-management-etico.html>
- ❖ <http://www.2duerighe.com/attualita/24580-convegno-la-rendicontazione-sociale-per-uneconomia-equa-e-solidale.html>
- ❖ [https://www.youtube.com/watch?v=ANoKv2Z62ec&list=UU\\_zbWfZZ3WsbrIIKBXwosHw](https://www.youtube.com/watch?v=ANoKv2Z62ec&list=UU_zbWfZZ3WsbrIIKBXwosHw)
- ❖ [https://www.youtube.com/watch?v=Pe3pnwy9juQ&list=UU\\_zbWfZZ3WsbrIIKBXwosHw](https://www.youtube.com/watch?v=Pe3pnwy9juQ&list=UU_zbWfZZ3WsbrIIKBXwosHw)
- ❖ [https://www.youtube.com/watch?v=U97l-9bXmuY&list=UU\\_zbWfZZ3WsbrIIKBXwosHw](https://www.youtube.com/watch?v=U97l-9bXmuY&list=UU_zbWfZZ3WsbrIIKBXwosHw)
- ❖ [https://www.youtube.com/watch?v=8G1vUqj-Chs&list=UU\\_zbWfZZ3WsbrIIKBXwosHw](https://www.youtube.com/watch?v=8G1vUqj-Chs&list=UU_zbWfZZ3WsbrIIKBXwosHw)
- ❖ <http://www.newsfood.com/cibo-cinema-cultura-c-marco-eugenio-giandomenico-in-four-giants-in-milan/>
- ❖ <http://www.2duerighe.com/lombardia/redazione-milano/40948-grande-successo-dellevento-betting-on-italy-boi-a-milano-diretto-da-marco-eugenio-di-giandomenico.html>
- ❖ <http://www.2duerighe.com/lombardia/redazione-milano/42093-successo-a-palazzo-cusani-a-milano-su-cibo-e-cinema-diretto-da-marco-e-digiandomenico.html>
- ❖ <http://www.2duerighe.com/attualita/35125-premio-aurum-2014-a-tundurundu-di-marco-eugenio-di-giandomenico.html>
- ❖ <http://www.2duerighe.com/lombardia/redazione-milano/42001-cibo-e-cinema-a-palazzo-cusani-sala-radetzky-a-milano.html>
- ❖ <http://www.2duerighe.com/abruzzo/35352-premio-aurum-per-il-cinema-e-la-scrittura-verso-expo-2015.html>
- ❖ <http://www.2duerighe.com/attualita/31157-spentosi-a-parigi-il-cardinale-bernard-agre.html>
- ❖ <http://infosannio.wordpress.com/2014/09/01/pescara-terza-edizione-del-premio-aurum/>
- ❖ <http://www.rete8.it/it/cultura-e-spettacolo/16514-premio-aurum-domenica-a-pescara.html>
- ❖ <https://www.youtube.com/watch?v=U97l-9bXmuY>
- ❖ <http://www.giulianovanews.it/2014/08/pescara-conferenza-stampa-di-presentazione-della-3a-edizione-del-premio-aurum-per-il-cinema-e-la-scrittura-pescara-1-settembre-h-1000/>
- ❖ <http://abruzzo.dovequando.info/eventi/rocco-papaleo-premio-aurum-per-cinema-scrittura/>
- ❖ <http://www.ristorantiweb.com/le-ricette-finaliste-del-concorso-loro-di-aurum/>
- ❖ <http://www.agica.it/blog/abruzzo/2014/09/pescara-premio-aurum-per-il-cinema-e-la-scrittura-il-7-settembre/>
- ❖ <http://assergiracconta.altervista.org/archivioNews.php?page=1&id=7505>
- ❖ [http://www.themalinformazione.it/sito/index.php?option=com\\_content&view=article&id=2111:premio-aurum-per-il-cinema-e-la-scrittura-un-successo&catid=17&Itemid=130](http://www.themalinformazione.it/sito/index.php?option=com_content&view=article&id=2111:premio-aurum-per-il-cinema-e-la-scrittura-un-successo&catid=17&Itemid=130)
- ❖ <http://ilcentro.gelocal.it/pescara/cronaca/2014/09/08/news/risate-all-aurum-con-cino-tortorella-e-rocco-papaleo-1.9898246>
- ❖ [http://www.gruppobilanciosociale.org/wp-content/uploads/2014/11/MEDEC.BOI\\_Programma-Evento.07.11.2014.Def\\_.pdf](http://www.gruppobilanciosociale.org/wp-content/uploads/2014/11/MEDEC.BOI_Programma-Evento.07.11.2014.Def_.pdf)
- ❖ <http://www.abruzzonotizie.com/identitaurum-ovvero-luoghi-dellarte/>
- ❖ <http://www.mister-x.it/notizie/6489073/terza-edizione-del-premio-aurum/>
- ❖ <http://assergiracconta.altervista.org/archivioNews.php?page=1&id=7277>
- ❖ <http://www.2duerighe.com/la-dolce-vita-cinema/34309-muore-a-new-york-lauren-bacall-the-look.html>
- ❖ <http://video.sky.it/cinema/trailer/four-giants-in-milan-il-trailer/v218073.vid>
- ❖ <https://www.youtube.com/watch?v=Pe3pnwy9juQ>
- ❖ <https://www.youtube.com/watch?v=2HELNSW-Txs>
- ❖ <http://oberdan.cinetecamilano.it/eventi/4-giants-in-milan-anteprema/>

- ❖ <http://www.milanocuoredeuropa.it/four-giants-in-milan/>
- ❖ <http://www.mymovies.it/film/2014/fourgiantsinmilan/>
- ❖ <http://trovacinema.repubblica.it/film/four-giants-in-milan/458700>
- ❖ <http://www.2duerighe.com/attualita/44601-da-figlio-a-padre-la-prematura-scomparsa-di-manuel-nel-quarantesimo-anniversario-della-morte-di-vittorio-de-sica.html>
- ❖ <https://www.youtube.com/watch?v=2HELNSW-Txs>
- ❖ <http://assergiracconta.altervista.org/archivioNews.php?page=1&id=7853>
- ❖ <http://www.oscardibilancio.org/marco-eugenio-di-giandomenico/>
- ❖ <http://www.accademiadibrera.milano.it/sites/default/files/ABA.Plan%20Convegno%20osu%20Tecnologie%20Digitali%20e%20Arti%20Applicate.pdf>
- ❖ [http://www.mondopressing.com/1/tecnologia\\_2170265\\_1.html](http://www.mondopressing.com/1/tecnologia_2170265_1.html)
- ❖ <http://www.mymovies.it/film/2015/giantsinmilanvolii/>
- ❖ <http://www.mymovies.it/film/2015/giantsinmilanvolii/trailer/>
- ❖ <http://oberdan.cinetecamilano.it/film/giants-in-milan-volume-ii-anteprima/>
- ❖ <http://www.2duerighe.com/lombardia/redazione-milano/46632-grande-successo-allanteprima-del-film-giant-in-milan-volume-ii-nello-spazio-oberdan-a-milano.html>
- ❖ <http://it.blastingnews.com/milano/2015/01/film-giants-in-milan-volume-ii-in-presentazione-allo-spazio-oberdan-a-milano-00237081.html>
- ❖ <http://assergiracconta.altervista.org/archivioNews.php?page=1&id=8275>
- ❖ <http://www.spettacolnews.it/giants-milan-20150464319.html>
- ❖ [http://www.osservatoriodigitale.it/index.php?option=com\\_content&view=article&id=1000&Itemid=25](http://www.osservatoriodigitale.it/index.php?option=com_content&view=article&id=1000&Itemid=25)
- ❖ <http://mag.corriereal.info/wordpress/?p=51691>
- ❖ [http://www.musicmp30.com/video\\_udyzKeopLnQ\\_Giants-in-Milan---Volume-II---Serata-allo-Sheraton-Diana-Majestic-Hotel---23.04.2015.html](http://www.musicmp30.com/video_udyzKeopLnQ_Giants-in-Milan---Volume-II---Serata-allo-Sheraton-Diana-Majestic-Hotel---23.04.2015.html)
- ❖ <https://www.youtube.com/watch?v=VoRMkSr44Y>
- ❖ <https://www.youtube.com/watch?v=Cc3dcw3T8eQ>
- ❖ [http://www.mondopressing.com/1/cultura\\_762302\\_6.html](http://www.mondopressing.com/1/cultura_762302_6.html)
- ❖ <http://www.agenparl.com/expo2015-grande-evento-al-diana-majestic-hotel-dopo-restyling-di-baxter/>
- ❖ <http://www.cinemaitaliano.info/news/33767/ennio-morricone-ha-ricevuto-il-premio-alla.html>
- ❖ [http://www.globalist.it/Detail\\_News\\_Display?ID=82474](http://www.globalist.it/Detail_News_Display?ID=82474)
- ❖ <http://www.mymovies.it/cinemanews/2015/124683/>
- ❖ <http://www.artribune.com/dettaglio/evento/48870/giuseppe-la-spada-sublimis/>
- ❖ <http://www.mymovies.it/cinemanews/2015/125227/>
- ❖ <https://www.youtube.com/watch?v=XYO21XpkKPU>
- ❖ <https://www.youtube.com/watch?v=C9oQrWWdTHQ>
- ❖ <https://www.youtube.com/watch?v=EHKTZoPoxnk>
- ❖ [https://www.youtube.com/watch?v=-xQiy\\_LIkRo](https://www.youtube.com/watch?v=-xQiy_LIkRo)
- ❖ <https://www.youtube.com/watch?v=arGiQfENy1s>
- ❖ <https://www.youtube.com/watch?v=iBoHM-MPJNU>
- ❖ <http://www.accademiadibrera.milano.it/it/workshop-di-bill-fontana.html>
- ❖ <http://autori.poetipoesia.com/marco-eugenio-di-giandomenico/>
- ❖ <http://www.artribune.com/author/marcoeugeniodigiandomenico/>
- ❖ <http://www.mymovies.it/film/2016/ilpiccolo/>
- ❖ <https://www.youtube.com/watch?v=LjPBdtP61f8>
- ❖ <http://www.parmadaily.it/252727/il-premio-etica-e-societa-2015-assegnato-a-spigaroli/>
- ❖ <http://www.varesenews.it/2016/03/anche-la-sosia-varesina-al-party-milanesi-di-anniversario-per-liz/496970/>
- ❖ [http://www.unavitaperilcinema.it/news.php?subaction=showfull&id=1458049299&archive=&start\\_from=&ucat=&](http://www.unavitaperilcinema.it/news.php?subaction=showfull&id=1458049299&archive=&start_from=&ucat=&)
- ❖ <https://www.youtube.com/watch?v=CQnnmxhZt3Q>

- ❖ <http://roma.ilquotidianoitaliano.com/11560/>
- ❖ <http://www.ildecoder.com/30032016/brera-grande-successo-per-levento-che-ha-voluto-omaggiare-liz-taylor/>
- ❖ <http://rreal-space.jimdo.com/notizie-arte/eventi/>
- ❖ <https://www.youtube.com/watch?v=AboDBjzpFAQ>
- ❖ [https://www.youtube.com/watch?v=sda\\_cixwqa8](https://www.youtube.com/watch?v=sda_cixwqa8)
- ❖ <https://www.youtube.com/watch?v=KuX82fuBrEo>
- ❖ <http://conessus.org/it/tag/marco-eugenio-di-giandomenico/>
- ❖ <http://www.festivaldelnuovorinascimento.it/evento/programma-29-maggio-2016/>
- ❖ <http://www.noidelplatani.it/platani-l-artista-salvatore-morgante-trionfa-al-premio-michele-cea-2016/>
- ❖ <http://www.arte.it/calendario-arte/milano/mostra-festival-del-nuovo-rinascimento-2016-27803>
- ❖ <http://www.spreadfotografia.it/news/3204/mostre/fotogrammi-di-umanesimo-futuro-il-sacro-monte-di-varallo-a-d-2050-opere-di-roberto-rosso-vercelli-dal-17-giugno/>
- ❖ <http://museoartescienza.com/ricomincia-da-te-marta-lock/>
- ❖ <http://www.livemilano.it/2016/01/25/achrome/>
- ❖ <http://www.tgvercelli.it/page.php?id=10049>
- ❖ [http://www.adnkronos.com/cultura/2016/04/23/arte-tende-mano-migranti-catania-anteprima-connessus-con-sindaco-bianco\\_Lt6QowrNuYxDDHb6wRi9nJ.html](http://www.adnkronos.com/cultura/2016/04/23/arte-tende-mano-migranti-catania-anteprima-connessus-con-sindaco-bianco_Lt6QowrNuYxDDHb6wRi9nJ.html)
- ❖ <https://www.milanoweekend.it/2015/12/31/marta-lock-ricomincia/63407#.V6H7I7jhDIU>
- ❖ <http://www.comune.catania.it/informazioni/avvisi/avvisi-2016/default.aspx?news=50797>
- ❖ <https://www.residentadvisor.net/event.aspx?834467>
- ❖ [http://www.eventiesagre.it/Eventi\\_Festival/21152951\\_Festival+Del+Nuevo+Rinascimento.html](http://www.eventiesagre.it/Eventi_Festival/21152951_Festival+Del+Nuevo+Rinascimento.html)
- ❖ <http://www.lastampa.it/2016/06/14/edizioni/vercelli/umanesimo-futuro-il-sacro-monte-in-mostra-a-vercelli-HdQsyAeXePyOTv7LLVsZkO/pagina.html>
- ❖ <http://www.milanotoday.it/eventi/l-astrattista-giorgetti.html>
- ❖ [http://www.beniculturali.it/mibac/export/MiBAC/sito-MiBAC/Contenuti/MibacUnif/Eventi/visualizza\\_asset.html\\_405665404.html](http://www.beniculturali.it/mibac/export/MiBAC/sito-MiBAC/Contenuti/MibacUnif/Eventi/visualizza_asset.html_405665404.html)
- ❖ <http://www.cataniaoggi.it/2016/04/28/aspettando-connessus-artisti-di-frontiera-per-i-popoli-in-fuga/>
- ❖ <http://ricerca.repubblica.it/repubblica/archivio/repubblica/2016/02/04/scaffaleMilano16.html>
- ❖ <https://www.youtube.com/watch?v=38jgW341-SU&t=198s>
- ❖ <https://www.youtube.com/watch?v=xA6iUPo6soo>
- ❖ <https://www.youtube.com/watch?v=5p-H4vJKA8s>
- ❖ <https://www.youtube.com/watch?v=YDGaYNpNbvo>
- ❖ [https://www.youtube.com/watch?v=sda\\_cixwqa8](https://www.youtube.com/watch?v=sda_cixwqa8)
- ❖ <http://www.mymovies.it/cinemanews/2016/137028/>
- ❖ <http://cefaluwed.com/2016/12/09/palermo-andato-scena-gran-gala-della-moda/>
- ❖ <http://www.artribune.com/dettaglio/evento/57129/ars-et-lux/>
- ❖ <http://www.paeseroma.it/wordpress/milano-brera-giants-in-milan-arte-sostenibile/>
- ❖ <http://www.vivienna.it/2017/07/31/catania-presentazione-del-catalogo-muse-x-dellartista-giuseppe-piccione/>
- ❖ <http://www.vivienna.it/2017/07/24/catania-alla-galleria-darte-koart-lartista-giuseppe-piccione-presenta-lopera-muse-x/>
- ❖ <http://www.notabilis.it/articolo/2017/7/27/il-siciliano-giuseppe-piccione-in-mostra-a-catania-con-muse-x>
- ❖ <http://www.italianotizie.it/2017/07/25/alla-galleria-darte-koart-lartista-giuseppe-piccione-presenta-lopera-muse-x/>
- ❖ <https://www.youtube.com/watch?v=VBdEHymZJbI>
- ❖ [https://www.youtube.com/watch?v=uF8gerzk\\_cI](https://www.youtube.com/watch?v=uF8gerzk_cI)
- ❖ <http://catania.carpediem.cd/events/4199384-muse-x-presentazione-del-catalogo-at-k-art-unconventional-place/>
- ❖ <http://www.hashtagsicilia.it/cultura/muse-x-la-mostra-racconta-le-donne-23592>
- ❖ <http://www.ilfattoweb.it/2017/07/31/a-catania-giuseppe-piccione-presenta-la-sua-mostra-muse-x/>
- ❖ <http://www.newsicilia.it/cultura/giovedi-galleria-koart-catalogo-muse-x-giuseppe-piccione/253425>

- ❖ <http://www.wherevent.com/detail/KoArt-unconventional-place-Muse-x-Presentazione-del-catalogo>
- ❖ <http://www.globusmagazine.it/111381-2/#.WZV9DVGLTIV>
- ❖ <http://www.vocidicitta.it/dante-socrate/art-attack/la-mostra-muse-x-alla-galleria-koart-catania/>
- ❖ <http://www.ilprismatico.it/it/notizievarie/963-comunicato-stampa-presentazione-dell-opera-muse-x.html>
- ❖ <http://www.milanotoday.it/eventi/nuove-frontiere.html>
- ❖ <http://www.rivistadonna.com/wp/2017/06/09/intervista-a-marco-eugenio-di-giandomenico-affascinante-ambasciatore-del-made-in-italy-nel-mondo/>
- ❖ [http://www.comune.milano.it/wps/portal/ist/it/news/primopiano/tutte\\_notizie/cultura/nuove\\_frontiere\\_arte\\_sostenibile](http://www.comune.milano.it/wps/portal/ist/it/news/primopiano/tutte_notizie/cultura/nuove_frontiere_arte_sostenibile)
- ❖ <https://www.youtube.com/watch?v=059Blvz0LHM>
- ❖ <http://www.spettacolonline.it/arte-sostenibile-tema-di-un-convegno-20170574900.html>
- ❖ <http://agenzia.versolararte.it/News/2017/03/13/il-vaso-di-pandoraultima-e-la-speranzadi-franco-scepi/>
- ❖ <http://www.lavocedisansevero.it/2017/02/27/foggia-over-adart-57-17-franco-scepi-torna-casa/>
- ❖ <http://www.foggiatoday.it/eventi/mostra-franco-scepi-fondazione-banca-monte.html>
- ❖ <http://www.fondazionemontiuinitifoggia.it/?work=da-depero-a-warhol-le-conseguenze-di-scepi>
- ❖ <https://www.tumblr.com/tagged/vaso-di-pandora>
- ❖ <http://meudigia.tumblr.com/post/158249352162/il-vaso-di-pandora-ultima-%C3%A8-la-speranza-di>
- ❖ <https://www.youtube.com/watch?v=CFl453HMH2E>
- ❖ [https://www.youtube.com/watch?v=9bmYZiz\\_PU](https://www.youtube.com/watch?v=9bmYZiz_PU)
- ❖ <http://www.artspecialday.com/9art/2017/02/09/giants-in-milan-arte-sostenibile/>
- ❖ <http://arcasiracusa.weebly.com/arca-siracusa-2750-blog/archives/07-2017>
- ❖ <http://www.corrierequotidiano.it/1.66122/cultura/sicilia-siracusa/104/siracusa-finalisti-del-premio-tonino-accolla-2017>
- ❖ <http://www.mymovies.it/cinemanews/2017/137982/>
- ❖ <https://www.piccoloteatro.org/it/events/2016-2017/il-piccolo-giants-in-milan-vol-viii>
- ❖ <http://www.palermotoday.it/blog/moda-movida/l-eleganza-sensuale-della-donna-del-2017.html>
- ❖ <http://www.accademiadoppiaggio.com/christian-iansante-al-premio-tonino-accolla/>
- ❖ <http://www.aobmagazine.it/2017/05/15/il-valore-del-made-in-italy-conquista-gli-emirati-arabi/>
- ❖ <http://www.corrieredel sud.it/nsite/2016-07-14-15-53-27/spettacolo/26248-grande-successo-de-le-salon-de-la-mode-a-palazzo-ferrajoli.html>
- ❖ <http://www.rivistadonna.com/wp/2017/06/09/intervista-a-marco-eugenio-di-giandomenico-affascinante-ambasciatore-del-made-in-italy-nel-mondo/>
- ❖ <http://www.consigliodiviaggio.it/site/News/consueto-grande-successo-del-gran-ballo-delle-debuttanti-alla-reggia-di-venaria-reale.html>
- ❖ [http://www.unavitaperilcinema.it/news.php?subaction=showfull&id=1511260058&archive=&start\\_from=&ucat=](http://www.unavitaperilcinema.it/news.php?subaction=showfull&id=1511260058&archive=&start_from=&ucat=)
- ❖ <http://www.turismoinformazioni.com/gran-ballo-delle-debuttanti-alla-reggia-venaria-reale/>
- ❖ <http://www.mymovies.it/cinemanews/2017/145889/>
- ❖ <http://www.asi.it/it/news/vita-presentato-expedition>
- ❖ <http://www.evershow.it/si-e-conclusa-la-iv-edizione-del-premio-tonino-accolla/>
- ❖ <http://newsicilia.it/cultura/muse-x-volto-delle-donne-come-universo-straordinaria-interiorita/255231>
- ❖ <http://siracusa.blogsicilia.it/al-catanese-daniele-sapio-il-premio-di-doppiaggio-tonino-accolla-foto/399710/>
- ❖ <http://www.vivienna.it/2017/07/24/catania-alla-galleria-darte-koart-lartista-giuseppe-piccione-presenta-lopera-muse-x/>
- ❖ <https://www.mymovies.it/cinemanews/2018/15177/>
- ❖ <http://www.artribune.com/arti-performative/cinema/2018/04/van-gogh-film-mostre-nuove-tecnologie/>
- ❖ <https://www.staynerd.com/roma-film-festival-omaggio-mogherini/>
- ❖ <https://www.2duerighe.com/rubriche/lifestyle-sostenibile/100489-un-libro-di-hemingway-sempre-in-borsa.html>
- ❖ <https://www.2duerighe.com/rubriche/lifestyle-sostenibile/99435-niente-piu-selfie-sul-red-carpet-cannes.html>
- ❖ <http://www.artribune.com/professioni-e-professionisti/who-is-who/2018/01/ancora-un-ricordo-su-gualtiero-marchesi/>
- ❖ <https://www.mymovies.it/cinemanews/2018/154409/>
- ❖ <https://www.milanopost.info/2018/06/27/la-docu-fiction-ideata-da-farinotti-viaggio-tra-i-giganti-da-manzoni-ad-alda-merini/>
- ❖ <https://www.primapaginatrapani.it/allaccademia-kandinskij-un-convegno-su-creativita-e-sostenibilita-sino-allarte-contemporanea/>

- ❖ <https://www.tp24.it/2017/12/04/cultura/martedi-erice-convegno-frontiere-internazionali-arte-sostenibile/115562>
- ❖ <http://www.milanotoday.it/eventi/art-creators-a-milano-2018.html>
- ❖ <https://www.blogsicilia.it/palermo/domenica-il-gran-gala-della-moda-a-palermo-2017-allastoria-palace-hotel-foto/420046/>
- ❖ <https://www.ilgiorno.it/cronaca/dialetto-1.3693002>
- ❖ [https://www.youreporter.it/il-colosseo-ospita-liniziativa-colors-of-peace-2018/?refresh\\_ce-cp](https://www.youreporter.it/il-colosseo-ospita-liniziativa-colors-of-peace-2018/?refresh_ce-cp)
- ❖ <http://www.060608.it/it/print/eventi-e-spettacoli/manifestazioni/colors-of-peace-2018.html>
- ❖ <https://www.quinewsella.it/portoferraio-ascoltando-i-silenzi-del-mare-la-premiatura.htm>
- ❖ <https://www.2duerighe.com/arte/108024-grande-successo-dellopening-della-mostra-personale-di-santi-sindoni-a-como.html>
- ❖ [https://www.virgilio.it/italia/como/eventi/angoscia-vertigine-di-liberta-personal-exhibition-by-santi-sindoni\\_6291653\\_102](https://www.virgilio.it/italia/como/eventi/angoscia-vertigine-di-liberta-personal-exhibition-by-santi-sindoni_6291653_102)
- ❖ <https://www.comozero.it/sociallabs/como-al-broletto-arriva-la-personale-di-santi-sindoni-angoscia-vertigine-di-liberta/>
- ❖ <https://caffecampisalentina.wordpress.com/2019/02/07/como-arte-sostenibile-attraverso-la-pittura-di-santi-sindoni/>
- ❖ <http://www.quicomo.it/eventi/cultura/mostra-santi-sindoni-broletto-como-2019.html>
- ❖ <http://www.exibart.com/profilo/eventiV2.asp?idelemento=181029>
- ❖ <https://caffecampisalentina.wordpress.com/2018/12/13/milano-xxx-edizione-del-premio-delle-arti-e-premio-della-cultura/>
- ❖ <https://www.youtube.com/watch?v=XGDPzkYry3U>
- ❖ <https://www.dols.it/2019/04/02/il-significato-oltre-limmagine-paola-giordano-e-la-sua-art/>
- ❖ <https://www.2duerighe.com/arte/108441-grande-successo-della-mostra-personale-di-ioan-sbarciu-presso-laccademia-di-belle-arti-di-brera-di-milano.html>
- ❖ [http://www.paeseitaliapress.it/news\\_10525\\_Fregene-XVIII-Premio-Pianeta-Azzurro-I-Protagonisti-Vincitori-Avagliano-Bartalotta-Bilotti-Di-Giandomenico-Fiorato-Giansoldati-e-Trevi.html](http://www.paeseitaliapress.it/news_10525_Fregene-XVIII-Premio-Pianeta-Azzurro-I-Protagonisti-Vincitori-Avagliano-Bartalotta-Bilotti-Di-Giandomenico-Fiorato-Giansoldati-e-Trevi.html)
- ❖ <https://www.agenziacomunica.net/2019/09/15/ad-avagliano-bartalotta-bilotti-di-giandomenico-fiorato-giansoldati-e-trevi-il-xviii-premio-pianeta-azzurro-i-protagonisti/>
- ❖ [https://www.ilmessaggero.it/mind\\_the\\_gap/mind\\_the\\_gap\\_pianeta\\_azzurro\\_premio-4739892.html](https://www.ilmessaggero.it/mind_the_gap/mind_the_gap_pianeta_azzurro_premio-4739892.html)
- ❖ <https://www.anteprima24.it/salerno/avagliano-premio-azzurro/>
- ❖ <http://www.ecoitaliano.com.ar/?m=20190915>
- ❖ <https://www.sassilive.it/cultura-e-spettacoli/arte-cultura-e-spettacoli/inaugurata-a-matera-la-mostra-darte-di-materia-e-di-spirito-di-ioan-sbarciu-report-interviste-e-foto/>
- ❖ <http://www.gdapress.it/it/index.php/72154/arte/arte-per-le-marche-matera-2019-ioan-sbarciu-di-materia-e-di-spirito.html>
- ❖ <https://www.mymovies.it/cinemanews/2019/161294/>
- ❖ <https://www.casadelmanzoni.it/content/presentazione-de-leroe-di-pino-farinotti>
- ❖ <https://www.filmakersmagazine.com/conto-alla-rovescia-per-la-programmazione-al-cinema-mexico-lunedì-13-maggio-2019/>
- ❖ <https://www.youtube.com/watch?v=zRxYpgMfkEO&t=2s>
- ❖ <https://www.juliet-artmagazine.com/paola-giordano-protagonista-di-un-evento-multisensoriale-in-accademia-di-brera-www.artribune.com/arti-performative/cinema/2019/11/lina-wertmuller-oscar-carriera>
- ❖ <https://www.juliet-artmagazine.com/arte-e-food-unannosa-questione>
- ❖ <https://www.bettingonitaly.com/santi-sindoni-solo-exhibit>
- ❖ <http://noto-api.municipiumapp.it/news/272109>
- ❖ <https://orangepn.com/lunedì-03-agosto-mostra-escatomateria-dellartista-santi-sindoni-curata-dal-critico-darte-marco-eugenio-di-giandomenico/>
- ❖ <https://shoprestart.com/2020/07/16/3013/>
- ❖ <https://www.ilroma.net/curiosita/il-libro/alla-scoperta-dellestro-del-gusto-con-giuseppe-maglione-e-marco-eugenio-di>
- ❖ [http://www.avellinotoday.it/blog/sapore-d\\_irpinia/libro-estro-gusto-giuseppe-maglione-accademia-brera-milano.html](http://www.avellinotoday.it/blog/sapore-d_irpinia/libro-estro-gusto-giuseppe-maglione-accademia-brera-milano.html)
- ❖ <https://www.paeseroma.it/2019/11/05/a-milano-lestro-del-gusto/>
- ❖ <https://www.anteprima24.it/avellino/estro-gusto-pizzaiolo-maglione/>
- ❖ <https://napoli.repubblica.it/dossier-adv/eccellenze-della-campania/2019/11/21/news/da-daniele-gourmet-la-pizza-di-giuseppe-maglione-un-esperienza-sensoriale-e-artistica-241591579/>

- ❖ <https://cronachedigusto.it/archiviodal-05042011/317-linziativa/28841-la-pizza-come-gottava-arteq-se-ne-parla-a-milano-con-due-case-history.html>
- ❖ <https://www.molinopasini.com/il-racconto/250-quando-arte-e-artedellafarina-si-incontrano>
- ❖ <http://www.milanotoday.it/eventi/presentazione-in-accademia-di-brera.html>
- ❖ <https://napoli.repubblica.it/dossier-adv/eccellenze-della-campania/2019/11/21/news/da-daniele-gourmet-la-pizza-di-giuseppe-maglione-un-esperienza-sensoriale-e-artistica-241591579/>
- ❖ <https://www.mymovies.it/cinemanews/2019/164695/>
- ❖ <http://www.avellinotoday.it/eventi/cultura/accademia-brera-pizzaiolo-giuseppe-maglione.html>
- ❖ <https://www.juliet-artmagazine.com/matares-di-rachid-benhadj/>
- ❖ <https://www.aimagazinebooks.com/product/la-follia-di-oreste/>
- ❖ <https://www.tribune.com/arti-performative/cinema/2020/03/lucia-bose-attrice-angeli/>
- ❖ <https://www.juliet-artmagazine.com/en/roberto-rocco-and-the-imaginative-female-cinema/>
- ❖ <https://www.juliet-artmagazine.com/oreste-figlio-di-agamennone-risorge-nellera-della-grande-pandemia/>
- ❖ <https://www.scriptamoment.it/2020/07/17/la-follia-di-oreste-riscrive-il-mito/>
- ❖ <https://www.erecamente.net/2020/07/intervista-al-editore-christina-magnanelli-weitensfelder-ma-dove-ti-ho-incontrato-martin-venator.html>
- ❖ <https://www.notonews.it/noto-inaugurata-la-mostra-escatomateria-di-santi-sindoni-nei-bassi-di-palazzo-ducezio/>
- ❖ <https://www.novetv.com/128333-2/>
- ❖ <https://www.spazionotizia.it/2020/08/06/cultura-a-noto-escatomateria-mostra-personale-del-maestro-santi-sindoni/>
- ❖ <https://culturaidentita.it/col-critico-darte-di-giandomenico-la-pizza-diventa-filosofia-di-vita/>
- ❖ <https://culturaidentita.it/culturaidentita-intervista-il-critico-darte-marco-eugenio-di-giandomenico/>
- ❖ <https://www.livein-magazine.it/2020/12/23/larte-del-made-in-italy/>
- ❖ <https://www.juliet-artmagazine.com/civitavecchia-waterfront-di-roberto-rocco/>
- ❖ <https://www.juliet-artmagazine.com/escatomateria-di-santi-sindoni-a-noto/>
- ❖ <https://www.ilmessaggero.it/roma/news/civitavecchia-mostra-roberto-rocco-centro-commerciale-la-scaglia-5573670.html>
- ❖ <https://www.bettingonitaly.com/civitavecchia-waterfront-solo-exhibit-by-roberto-rocco>
- ❖ <https://www.iodonna.it/attualita/eventi-e-mostre/2020/11/13/come-vicino-il-mare/>
- ❖ [https://www.ansa.it/canale\\_viaggiart/it/regione/lazio/2020/11/11/frammenti-di-una-citta-porto-tra-tradizione-e-innovazione\\_265ed281-c6eb-46a0-b223-21f7ea8d4b55.html](https://www.ansa.it/canale_viaggiart/it/regione/lazio/2020/11/11/frammenti-di-una-citta-porto-tra-tradizione-e-innovazione_265ed281-c6eb-46a0-b223-21f7ea8d4b55.html)
- ❖ <https://www.ilquotidianodellazio.it/civitavecchia-esposizione-sostenibile-di-roberto-rocco-al-centro-la-scaglia.html>
- ❖ <https://www.radiounavocevicina.it/main/noto-mostra-personale-dellartista-santi-sindoni-dal-titolo-escatomateria-curata-dal-critico-darte-marco-eugenio-di-giandomenico/>
- ❖ <https://www.novetv.com/128333-2/>
- ❖ <https://www.exibart.com/evento-arte/larte-della-pandemia-espressioni-creative-sostenibili-nellera-della-grande-pandemia/>
- ❖ <https://www.artiespettacolo.it/larte-nella-pandemia-a-roma-fari-puntati-sulle-espressioni-creative-sostenibili/>
- ❖ <https://www.bettingonitaly.com/stefania-bolognese-exhibit>
- ❖ [https://www.ansa.it/lombardia/notizie/2021/10/29/sacro-profano-liconografia-biblica-riletta-oggi\\_376dbf66-11d6-48dd-969a-013a78f314ae.html](https://www.ansa.it/lombardia/notizie/2021/10/29/sacro-profano-liconografia-biblica-riletta-oggi_376dbf66-11d6-48dd-969a-013a78f314ae.html)
- ❖ <https://www.2duerighe.com/cultura/135675-sacro-profano-la-mostra-fotografica-di-roberto-rocco-a-milano.html>
- ❖ <https://www.affaritaliani.it/milano/sacro-profano-le-icone-bibliche-contemporanee-di-roberto-rocco-a-brera-765847.html>
- ❖ <https://www.milanotoday.it/eventi/mostra-fotografica-sacro-profano.html>
- ❖ <https://www.mymovies.it/cinemanews/2021/178752/>
- ❖ <https://www.unfoldingroma.com/fotografia/16136/in-arrivo-la-tanto-attesa-mostra-sulle-figure-bibliche-curata-da-marco-eugenio-di-giandomenico/>
- ❖ <https://www.artiespettacolo.it/sacro-profano-a-milano-la-nuova-personale-dellartista-fotografo-roberto-rocco/>
- ❖ <https://www.jouvence.it/catalogo/il-racconto-del-graal/>
- ❖ <https://www.piacenzasera.it/2021/07/un-inno-per-il-nobel-per-la-pace-al-corpo-sanitario-il-24-settembre-concerto-al-collegio-alberoni/393027/>
- ❖ <https://www.beesness.it/2021/08/06/loro-di-prato-parola-duna-guerriera-di-lusso-eleonora-lastrucci/>
- ❖ <https://orangepn.com/larte-della-pandemia-20-novembre-2021-palazzo-ferrajoli-roma/>

- ❖ <https://www.artiespettacolo.it/lartista-nella-contemporaneita-lopinione-del-critico-marco-eugenio-di-giandomenico/>
- ❖ <https://irragionevole.org/2021/04/23/emozionare-e-coinvolgere-e-il-vero-senso-dellarte/>
- ❖ <https://www.ethicandoeditore.com/events-1/introducing-colori-del-gusto-1>
- ❖ <http://autori.poetipoesia.com/marco-eugenio-di-giandomenico>
- ❖ <https://www.gazzettadimilano.it/cultura/intervista-al-critico-e-curatore-darte-contemporanea-marco-eugenio-di-giandomenico>
- ❖ <https://www.liberta.it/news/cronaca/2022/12/02/dal-buio-alla-luce-lopera-di-scepi-per-celebrare-il-lavoro-dei-sanitari-durante-il-covid>
- ❖ <https://manintown.com/riccardo-stellini-a-nudo/2022/12/21>
- ❖ <https://lucerabynight.it/52585-lucera-con-this-is-art-a-piacenza-per-inaugurazione-monumento--dal-buio-alla-luce-->
- ❖ <https://www.gazzettadimilano.it/cultura/phanta-rei-mostra-workshop-di-milan-goldschmiedt-giovedi-27-a-san-carpoforo-accademia-brera>
- ❖ <https://www.gazzettadimilano.it/cultura/grande-successo-della-mostra-di-milan-goldschmiedt-in-accademia-di-brera>
- ❖ <https://www.gazzettadimilano.it/cultura/sustainable-exhibit-gli-scenografi-giovanni-licheri-e-alida-cappellini-incontrano-laccademia-di-brera>
- ❖ <https://www.milanotoday.it/eventi/liberi-barriere-2022.html>
- ❖ <https://www.gazzettadimilano.it/eventi-e-manifestazioni/liberi-dalle-barriere-martedi-15-a-palazzo-reale>
- ❖ <https://www.gazzettadimilano.it/eventi-e-manifestazioni/liberi-dalle-barriere-presentato-il-progetto>
- ❖ <https://www.exibart.com/evento-arte/liberi-dalle-barriere/#:~:text=LIBERI%20DALLE%20BARRIERE%20%C3%A8%20la,supporto%20tecnologico%20della%20piattaforma%20WeGlad>
- ❖ <https://www.gazzettadimilano.it/cultura/phanta-rei-mostra-workshop-di-milan-goldschmiedt-giovedi-27-a-san-carpoforo-accademia-brera>
- ❖ [https://www.tumblr.com/sustainable-art-magazine/699398020595351552/grande-successo-della-mostra-di-milan-goldschmiedt?branch\\_match\\_id=879654771290956056&utm\\_medium=Share&branch\\_referrer=H4sIAAAAAAAAAAwXBQQ7DMAgEwBcRH9JD1d9sDhKQwE4MltK%2BvjNn5hWfUpBbLj9sbnV4iRUJ7ThMCDPJofDTLqVNdBaKVatEDGIxA%2FmInCBWcjVoasM46ukqnOWb%2By3Prs%2Frff8BdQzQCm4AAAA%3D](https://www.tumblr.com/sustainable-art-magazine/699398020595351552/grande-successo-della-mostra-di-milan-goldschmiedt?branch_match_id=879654771290956056&utm_medium=Share&branch_referrer=H4sIAAAAAAAAAAwXBQQ7DMAgEwBcRH9JD1d9sDhKQwE4MltK%2BvjNn5hWfUpBbLj9sbnV4iRUJ7ThMCDPJofDTLqVNdBaKVatEDGIxA%2FmInCBWcjVoasM46ukqnOWb%2By3Prs%2Frff8BdQzQCm4AAAA%3D)
- ❖ <https://www.artiespettacolo.it/phanta-rei-milan-goldschmiedt-e-il-suo-fantastico-sostenibile-in-mostra-a-milano>
- ❖ <https://www.milanotoday.it/eventi/arte-sostenibile-2022.html>
- ❖ <https://www.exibart.com/artista-curatore-critico-arte/marco-eugenio-di-giandomenico>
- ❖ [https://www.adnkronos.com/arte-sostenibile-esposizione-di-opere-dellartista-arvedo-arvedi\\_3IHYtEzPIPYshkioDixR4I](https://www.adnkronos.com/arte-sostenibile-esposizione-di-opere-dellartista-arvedo-arvedi_3IHYtEzPIPYshkioDixR4I)
- ❖ <https://culturaidentita.it/a-palazzo-marino-a-milano-larte-sostenibile-di-arvedo-arvedi>
- ❖ <https://www.juliet-artmagazine.com/en/arte-sostenibile-2>
- ❖ [https://www.youtube.com/watch?v=s\\_PsElyfrX8](https://www.youtube.com/watch?v=s_PsElyfrX8)
- ❖ <https://www.unfoldingroma.com/index.php?p=text&cmd=details&id=17345>
- ❖ <https://stream24.ilsole24ore.com/video/italia/john-david-mooney-l-artista-e-servitore-uomini-li-aiuta-trovare-bellezza/AEvKUFTB>
- ❖ <https://www.ilmessaggero.it/video/adnkronos/john-david-mooney-l-artista-e-un-servitore-degli-uomini-li-aiuta-a-trovare-la-bellezza-6640059.html>
- ❖ <https://www.juliet-artmagazine.com/decumano-maximo-di-alessio-consorte>
- ❖ <https://www.milanotoday.it/eventi/decumano-maximo-consorte.html>
- ❖ <https://www.spaziocinema.info/milano/eventi-e-rassegne/decumano-maximo>
- ❖ <https://vivimilano.corriere.it/altri-eventi/decumano-maximo-con-ospiti>
- ❖ <https://www.mymovies.it/film/2021/decumano-maximo/rassegnastampa>
- ❖ <https://www.exibart.com/attualita/arrivano-a-roma-gli-stati-generali-mondo-lavoro-della-cultura>
- ❖ <https://www.dimt.it/evento/vii-assemblea-nazionale-siedas>
- ❖ [http://www.arte.it/file/comunicati\\_stampa\\_mostre/85979/Cartella%20stampa%20%20%20programma\\_Stati%20Generali%20Cultura%202022.pdf](http://www.arte.it/file/comunicati_stampa_mostre/85979/Cartella%20stampa%20%20%20programma_Stati%20Generali%20Cultura%202022.pdf)
- ❖ <https://www.milanotoday.it/eventi/mostra-personale-memory-tremor-2021.html>
- ❖ <https://www.juliet-artmagazine.com/adriano-segarelli-memory-tremor>
- ❖ <https://www.exibart.com/artista-curatore-critico-arte/marco-eugenio-di-giandomenico>
- ❖ [https://www.adnkronos.com/john-david-mooney-lartista-e-un-servitore-degli-uomini-li-aiuta-a-trovare-la-bellezza\\_uWgNYVoubkTVOTeMQ3OKg](https://www.adnkronos.com/john-david-mooney-lartista-e-un-servitore-degli-uomini-li-aiuta-a-trovare-la-bellezza_uWgNYVoubkTVOTeMQ3OKg)
- ❖ <https://www.artiespettacolo.it/sustmovie-grande-successo-di-pubblico-per-levento-realizzato-dal-critico-marco-eugenio-di-giandomenico/>



- ❖ <https://e-cinema.it/12567-2/>
- ❖ <https://www.italy2california.com/en/2023/italy/sustmovie-discussion-on-sustainable-filmmaking/>
- ❖ <https://www.icci.it/the-indian-chamber-of-commerce-in-italy-participated-to-the-sustmovie-event-during-the-80th-venice-film-festival/>
- ❖ <https://www.aesseci.org/component/k2/item/243-sustainable-exhibit.-gli-scenografi-giovanni-licheri-e-alida-cappellini-incontrano-l%E2%80%99accademia-di-brera>
- ❖ <https://www.gazzettadimilano.it/cultura/personale-postuma-di-antonietta-viganone-mercoledi-14/>
- ❖ <https://www.exibart.com/evento-arte/engraving-painting-sculpture-rt/>
- ❖ <https://www.gazzettadimilano.it/cultura/grande-successo-dellevento-sustmovie-durante-l80ma-mostra-del-cinema-di-venezial/>
- ❖ <https://www.varesenews.it/2023/09/a-varese-marina-castelnuovo-celebra-i-60-anni-del-kolossal-cleopatra-con-liz-taylor/1710446/>
- ❖ <https://www.annuariodelcinema.it/news/cleopatra-a-villa-liz-con-marina-castelnuovo>
- ❖ <https://www.varesenoi.it/2023/09/13/leggi-notizia/argomenti/eventi-20/articolo/levento-i-60-anni-di-cleopatra-celebrati-dalla-liz-taylor-varesina.html>
- ❖ <https://www.milanotoday.it/eventi/conferenza-creativita-e-distaccamento-nell-arte-sostenibile-a-cura-di-marco-eugenio-di-giandomenico-tiziano-calcari.html>
- ❖ <https://www.galatina24.it/un-viaggio-nella-bellezza-lungo-una-vita-incontro-con-lartista-guido-de-angelis>
- ❖ <https://www.beesness.it/2024/03/05/creativita-e-distaccamento-nellarte-sostenibile>
- ❖ <https://www.sikelian.it/siracusa-al-via-la-nona-edizione-del-premio-tonino-accolla>
- ❖ <https://www.beesness.it/2024/05/19/susart-2024>
- ❖ [https://www.lagazzettasiracusana.it/siracusa-euro-med-festival-tonino-accolla-protagonisti-e-vincitori-del-9-contest-nazionale-di-doppiaggio/#google\\_vignette](https://www.lagazzettasiracusana.it/siracusa-euro-med-festival-tonino-accolla-protagonisti-e-vincitori-del-9-contest-nazionale-di-doppiaggio/#google_vignette)
- ❖ <https://www.silvanaeditoriale.it/libro/9788836654253>
- ❖ <https://www.beesness.it/2024/02/13/sustart-sostenibilita-dellarte-e-promozione-territoriale>
- ❖ <https://www.gazzettadimilano.it/rubriche/milano-sostenibile/grande-successo-dellevento-sustainable-art-di-marco-eugenio-di-giandomenico-preso-il-museo-del-risorgimento>
- ❖ <https://www.exibart.com/evento-arte/sustainable-art>
- ❖ <https://www.gazzettadimilano.it/cultura/arte-e-lutto-nel-nuovo-libro-di-marco-eugenio-di-giandomenico-edito-da-silvana-editoriale>
- ❖ <https://www.comune.milano.it/web/civiche-raccolte-storiche/-/sustainable-art>
- ❖ <https://www.milanotoday.it/social/segnalazioni/sustainable-art-2023.html>
- ❖ <https://www.exibart.com/evento-arte/suart-2024-sustainable-art-2024>
- ❖ <https://www.exibart.com/evento-arte/raul-vs-basquiat>
- ❖ <https://www.exibart.com/evento-arte/paola-giordano-metropolitan-flowers>
- ❖ <https://www.exibart.com/evento-arte/arte-sostenibile>
- ❖ <https://www.e-cinema.it/sustart>
- ❖ <https://www.popolis.it/sparnega-tradizioni-millinarie>

**INTERVIEWS AND AWARDS FOR MARCO EUGENIO DI GIANDOMENICO**  
(Non-Exhaustive Listing)



**M**arco Eugenio Di Giandomenico, scrittore e critico dell'arte sostenibile, top manager milanese di respiro internazionale nel settore del cinema, moda e design, co-direttore del prestigioso master universitario "Video Art & Filmmaking" attivato dall'Accademia di Belle Arti di Brera per il tramite dell'ARD&NT Institute di Milano, è oggi una delle figure più interessanti nel panorama degli operatori professionali high level per i beni culturali, la valorizzazione territoriale e soprattutto il made in Italy.

Da ultimo ha firmato la sceneggiatura del film "Giants in Milan - Arte Sostenibile", che ha prodotto in collaborazione con il Comune di Milano, con interventi eccellenti di personaggi della cultura, da Carla Fracci a Ferruccio de Bortoli, da Francesco Alberoni a Pino Farinotti, e presentato presso l'Accademia di Belle Arti di Brera lo scorso dicembre, con notevole successo di pubblico e di critica. Figlio d'arte (il padre Renato Doney è un famoso cantante jazz crooner degli anni cinquanta e sessanta, con vari premi e riconoscimenti), negli anni ottanta svolge attività di modello per alcune prestigiose case di moda, negli anni novanta subito dopo la laurea in economia inizia una carriera di successo come Dottore Commercialista, scrivendo libri e articoli per le principali case editrici di settore, negli ultimi quindici anni si specializza nella Corporate Social Reporting (fa parte del Consiglio Scientifico del GBS di Milano) e nei grandi eventi artistici culturali, firmando la regia di eventi epocali in prestigiosissime location milanesi, dal Castello Sforzesco al Piccolo Teatro, da Palazzo Marino a Palazzo Cusani.

## Intervista a Marco Eugenio Di Giandomenico, affascinante ambasciatore del made in Italy nel mondo

 [rivistadonna.com /wp/2017/06/09/intervista-a-marco-eugenio-di-giandomenico-affascinante-ambasciatore-del-made-in-italy-nel-mondo/](http://rivistadonna.com/wp/2017/06/09/intervista-a-marco-eugenio-di-giandomenico-affascinante-ambasciatore-del-made-in-italy-nel-mondo/)

By Rivista  
Donna

115



" Marco Eugenio Di Giandomenico è Dottore Commercialista, esperto di Economia, Management e Marketing della Cultura e dell'Arte, del Terzo Settore (in particolare Fondazioni, ONG, Consorzi e Cooperative), di Finanziamenti Pubblici, di Ambiente ed Energia, di Corporate Social Responsibility (CSR) e di media & entertainment.

Dal 1995 svolge attività di manager culturale (e di cultural project manager) al vertice di iniziative di comunicazione

di taglio internazionale (manifestazioni culturali, festival cinematografici, congressi scientifici, mostre artistiche, etc.), per lo più miste pubblico-privato, nonché attività consulenziale di carattere aziendalistico, societario, contrattuale, finanziario e fiscale relativamente alla costituzione, alla gestione e allo sviluppo di importanti fondazioni culturali (anche nel settore della moda e dell'arte), alla produzione di audiovisivi (film, documentari, etc.) e di prodotti multimediali, alla valorizzazione territoriale, all'internazionalizzazione di aziende di eccellenza, alla promozione nel mondo (soprattutto negli USA, in Cina e a Monaco) di brand del made in Italy (food & beverage, fashion, hospitality, design, etc.), al trading delle grandi opere d'arte e beni di lusso.

Marco Eugenio Di Giandomenico per le sue attività professionali può contare su un network, nel mondo della finanza, delle istituzioni, dell'imprenditoria e delle professioni, di più di mille contatti, tutti attivi, operativi e immediatamente coinvolgibili nelle varie progettualità."

Nell'era delle nuove tecnologie Marco Eugenio Di Giandomenico, lifestyle influencer, critico dell'arte sostenibile, ambasciatore del made in Italy nel mondo, rappresenta un interessantissimo player nel panorama della valorizzazione dei beni culturali italiani, con una personalità veramente singolare foriera di attività mutiformi, ma tutte orientate alla ricerca e alla promozione della bellezza. Dottore commercialista, docente universitario, opinionista televisivo, esperto di relazioni pubbliche e di CSR (Corporate Social Reporting), con decine e decine di pubblicazioni di settore e di incarichi nei più prestigiosi comitati scientifici di economia culturale, sempre elegantissimo e trendy, relatore nei più autorevoli convegni di economia dell'arte, invitato nei party più esclusivi e nelle feste mondane più in vista di mezzo mondo, produttore cinematografico, fashion brand ambassador, amatissimo dalle donne, insomma una sorta di Leonardo da Vinci della comunicazione, il prodotto eccellente di un nuovo modo di operare e relazionarsi, quasi un caso di studio per chi voglia approfondire gli effetti di società civile dell'inarrestabile affermarsi delle nuove tecnologie, e soprattutto dei new media.



Tra i tanti personaggi che ha incontrato quale le ha lasciato di più in termini umani? Direi che tutti mi hanno dato qualcosa. In questo momento mi viene in mente Ennio Morricone che ho intervistato nell'occasione dell'opening di Roma Film Festival 2015. Era dicembre 2015, di lì a poco avrebbe vinto l'Oscar per la Migliore Colonna Sonora per il film "The Hateful Eight". Accompagnato dalla moglie, con il viso segnato dal tempo, ma sempre capace di emozionarsi, con quella curiosità negli occhi che hanno i grandi. Nell'intervista gli chiesi cosa pensava dell'affermazione di Nietzsche secondo cui "La vita senza musica sarebbe un errore". Ha parlato ininterrottamente per vari minuti, il tono della sua voce era pacato e riflessivo, ci teneva a dirmi cosa pensava di quella frase, cosa era per lui la musica, in che modo la musica aveva permeato tutta la sua vita. Ciò che mi affascinava era la sua semplicità, parlavamo come se fossimo due vecchi amici da sempre. Lei ha anche incontrato il Principe Alberto II di Monaco, che occasione era? Sì è successo l'anno scorso all'Isola d'Elba, nell'occasione di un importante convegno sul clima organizzato dalla sua fondazione. L'ente che rappresentavo gli ha regalato una bellissima immagine realizzata da Roberto Rosso, l'illustre fotografo dell'Accademia di Brera, avente ad oggetto lo stemma del principato. Lui l'ha apprezzata tantissimo. Siamo rimasti a cena all'Hermitage hotel. Serata stupenda, oltre le righe, in uno scenario estivo fantastico dell'isola. Ultimamente sta portando avanti iniziative sull'arte sostenibile: come mai tanta attenzione sulla sostenibilità nel mondo dell'arte? Ritengo che la sostenibilità sia il



futuro dell'arte. E' la sua declinazione che esiste da sempre, ma su cui solo negli ultimi decenni è stata acquisita la consapevolezza da parte degli operatori di settore. L'anno scorso, a settembre 2016, ho organizzato un importante evento nell'ambito della XXI Triennale a Milano, e sul tema tanti personaggi si sono confrontati, da Alessandro Mendini a Fulvio Irace, da Roberto Favaro a Enrico Intra, da Pino Farinotti all'assessore della cultura del Comune di Milano Filippo Del Corno. Il mese scorso ho organizzato un altro importante evento a Palazzo Marino a Milano sempre sul tema dell'arte sostenibile. Ho promosso l'opera dell'artista Carlo Caldara, che attua una delle declinazioni più affascinanti di sostenibilità, il bridging tra le arti. Lui utilizza la fotografia e quindi l'immagine come base per costruire le sue opere che poi diventano un mix di pittura, scultura, letteratura e cinema. La sua mostra "True Story" a luglio 2017 sarà esposta al Vittoriano a Roma. Lei viene definito figlio d'arte. Suo padre infatti è Renato Doney, il noto cantante degli anni sessanta. Che rapporto ha con suo padre? Gli voglio un gran bene e sono dispiaciuto che sia rimasto solo. Amava molto mia madre, che purtroppo è venuta a mancare nel 2012. Per lei ha smesso di cantare nel 1965, anno in cui la sposa e anno in cui sono nato io. Lui ha suonato e cantato con i grandi, da Chet Baker a Giorgio Bracardi e a Nicola Arigliano. L'anno scorso gli ho organizzato un bellissimo concerto a Milano in triennale con Enrico Intra. Grande successo. Io non ho ereditato il suo talento canoro, ma certamente la sua sensibilità artistica e il senso del palcoscenico.

@RivistaDonna 2017 - Testata giornalistica registrata presso il Tribunale di Cagliari n.14/08 del 09/06/08 - Editore: Patrizia Floris. Copyright 2008 / Tutti i diritti riservati. È vietata la riproduzione totale o parziale dei contenuti (testi, immagini, interviste) del sito [www.rivistadonna.com](http://www.rivistadonna.com), delle newsletter, della rivista cartacea e/o in formato digitale senza l'esplicita autorizzazione del proprietario. Associazione culturale Rivista Donna . P. Iva: 03612290928



**HAIR WELLNESS**  
SPECIALISTI DEL BELLESSERE

via Barattolana (Borghesi) 14, Borgo Maggiore (SM)  
Tel. +39 0549 903177 - Hair Wellness - San Marino

**PRIMO PIANO** pag. 2

**Pasquale Valentini a Istanbul.**  
Per l'apertura del Primo Vertice Umanitario Mondiale della storia, che prenderà il via domani.

PERSONALE DI PITTURA  
DI GIUSEPPE GIANNINI 2 maggio - 5 giugno

**Profughi**

PALAZZO GRAZIANI • RSM • INGRESSO LIBERO

LA **TRIBUNA**  
SAMMARINESE

N°140 | DOMENICA | 22.05.2016 | LA TRIBUNA + LO SPORTIVO € 1,50

**PRIMO PIANO** pag. 3

**Dopo l'approvazione del Prg in Consiglio il segretario Arzilli illustra come si svilupperà in linea di massima il progetto.**

**Pst: "Massima trasparenza".**



**POLITICA** pag. 2

**Rifiuti: il Psd sul 'porta a porta'.**  
"San Marino è in ritardo e questo ci costa molti soldi".

**POLITICA** pag. 3

**Mancini (Ps) sulla vendita immobiliare ai non residenti.**  
"Simone Celli farà cambiare idea a Sinistra unita?".

**ECONOMIA** pag. 4

**Serata Fondiss. Sbraccia: "Cerchiamo di gestire al meglio i denari dei nostri aderenti".**



**SOCIETÀ** pag. 6

**Cultura cattolica e omofobia.**  
"San Marino ha un compito di civiltà e di baluardo".

**CRONACA** pag. 4

**Malore al Giro del Monte.**  
A un chilometro dal traguardo in salita una donna si è accasciata al suolo.

**FIOR DI VERBENA**  
Creazioni Floreali

Fior di Verbena  
Via Cà dei Lungui, 54  
Caialungo • Rep. San Marino  
Tel. 0549 90 36 08

[www.fiordiverbena.com](http://www.fiordiverbena.com)



RUBRICHE

LA TRIBUNA SAMMARINESE | DOMENICA 22.05.2016

pag. 7

**Il filo dell'arte.**



**"Quando la bellezza è di per sé un volano".**

ANNA BONANNI

**Intervista a Marco Eugenio Di Giandomenico.**

**I**l Tema del fare Arte nel senso puramente creativo, è un meccanismo che l'artista determina con la sua azione di pittore, scultore, fotografo, in capo associato ai processi dinamici insiti nell'arte contemporanea. Alla nozione di sostenibilità degli eventi artistici di cui spesso si dibatte, si è affiancato negli ultimi anni il concetto di "sostenibilità culturale" anche in termini di valorizzazione territoriale.

Su questa locuzione che si presta a più di una interpretazione, intervistiamo Marco Eugenio Di Giandomenico nella sua veste di docente di Logica e Organizzazione di Impresa / Accademia di Belle Arti di Brera-Milano e di Economia e management delle Arti e Cultura/ Media presso ARD&NT Institute.

**Quali vantaggi per le sue principali istituzioni: governo, banca centrale, università, apporterebbe la sostenibilità culturale, in un sistema evoluto come quello sammarinese?**

In questo contesto la "bellezza" artistica è di per sé volano per la migliore comunicazione del patrimonio artistico-culturale presente sul territorio di San Marino. In termini di promozione, è ciò che definisce

le capacità di crescita economica in chiave sostenibile e il cui principio è applicabile sia alla mostra di un grande artista come alla valorizzazione di beni e servizi culturali. Nel senso di come renderli produttivi, così da incentivarne il consumo e favorire la diffusione della conoscenza del patrimonio, nonché la sua tutela e conservazione. Soprattutto con riferimento a quei beni che rappresentano una forte attrattiva, sui quali si riversa una ingente domanda di consumo. Gli equilibri di sistema connessi con la creatività e la capacità di divenire "economica" è il dato della "sostenibilità culturale" che risiede nell'oggetto e risponde alla domanda su come incentivare il mondo pubblico e privato verso la "socialità di consumo" dell'offerta disponibile. In riferimento alle città d'arte e San Marino, è tra queste. In tal caso, la sostenibilità finanziaria della cultura non va intesa soltanto come capacità economica necessaria alla tutela e conservazione dei beni, ma deve tener conto della "socialità del consumo culturale" vale a dire della relativa esperienza tra più soggetti/fruitori/utenti, di condivisione. Altra questione, la qualità dei servizi per i turisti e residenti. E' un equilibrio da tener presente per l'implementazione delle risorse culturali.



Marco Eugenio Di Giandomenico

tematici con modesti livelli di presenze e con conseguenti problemi finanziari rispetto alle potenzialità a causa di una domanda minima. Per questi ultimi viene meno la funzione di arricchimento culturale cui sono chiamati. Talvolta come nel caso eclatante della Reggia di Caserta non sono le risorse economiche a mancare, ma la presenza di format organizzativi discutibili. Diversamente una mostra artistica è di per sé evento sostenibile, in quanto contribuisce alla sensibilizzazione pubblica dell'arte, fondamentale per la stigmatizzazione e trasmissione alle generazioni future dei messaggi culturali della nostra epoca. L'ambiente, il suo sistema istituzionale e del resto la cultura che in questo contesto comprende anche l'arte, sono in continuo sviluppo; i cui aspetti transgenerazionali, riposano su una serie di equilibri molto delicati connessi con la creatività e la capacità di quest'ultima di

divenire "economica". Questa nuova affascinante frontiera della sostenibilità, va intesa come strumento socio-culturale di comunicare con un sistema collaudato di massimizzazione volto al futuro. Nel presente, l'essere in linea con la modalità di crescita, è un fattore di forte attrattiva in quanto riferimento dei beni rappresentati.

L'arte

"La bellezza ritrovata" alle Gallerie d'Italia in mostra 145 capolavori di varie epoche restaurati con il progetto "Restituzioni"

Se la Madonna si rifà il trucco e lo mette in conto a Banca Intesa

LE OPERE



FRANCESCO DEL COSA "San' Felice del castoreo". Dettaglio, 1470-1475. In origine su San Pietro e a Bologna, poi trasferito a Brera



L'IMPRESARIO Titta di Imperatore, raffigurato in un dipinto di Pierluigi Petrucci (1900-1910) al C.C. del museo archeologico di Parma

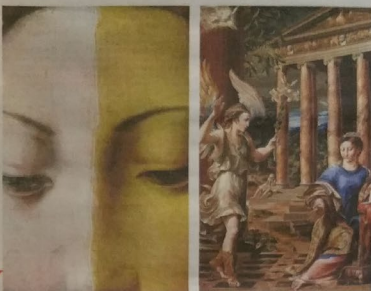


CARABAGGIO "Miracolo di San'Antonio". Dettaglio, 1506. Galleria Pinacoteca di Palazzo Pitti, Firenze

**MONDRIAN** Il Cavaliere Maruffati, storico primo scultore del gruppo scultoreo di Giacomo Manzoni, ha restaurato la bella mostra di opere di Brera e di Brera con il Museo Archeologico di Brera, a Palazzo Brera, e ha messo nella sala centrale delle Gallerie d'Italia le opere restaurate della mostra. La bellezza ritrovata, a cura di Caterina Giorgi Bonanni, che presenta fino al 17 luglio una mostra di opere restaurate negli ultimi due anni con il progetto "Restituzioni" di Intesa Sanpaolo.

**MAZZOLA** L'Annunciazione di Giuseppe Mazzola (1800-1860) della Chiesa di San Gattardo. È uno dei pezzi restaurati con il progetto "Restituzioni".

Tra i pezzi milanesi spiccano la Croce di Chiaravalle e la sinopia dell'affresco giottesco della chiesa di San Gattardo.



Chiaravalle, capolavoro di Francesco Strozzi, opera del Duemaseicento, è stata restaurata con il progetto "Restituzioni".

Brera all'Ambrosiana, dal Castello Sforzesco al Poldi Pezzoli, fino al Museo del Duomo e al Bagatti Valsecchi. Tra le opere del capoluogo lombardo spicca la Croce

raffigurante Annunziata dalla sinopia del pittore senese, di stile rinascimentale, opera di Francesco Strozzi, restaurata con il progetto "Restituzioni".

La CSR nell'arte e cultura tra i migliori strumenti per il rilancio del sistema Italia

Intervista a Marco Eugenio Di Giandomenico, scrittore e manager culturale milanese.

Marco Eugenio Di Giandomenico, scrittore e manager culturale milanese, è stato intervistato da Laura Pavia. Il tema della CSR nell'arte e cultura è sempre più attuale, in quanto rappresenta un modo di guardare al territorio, passando dall'aspetto economico a quello culturale, e viceversa.

Albanese chiede a Marco Eugenio Di Giandomenico, scrittore e manager culturale milanese, quali sono gli strumenti più strategici per il rilancio del sistema Italia.

La cura del patrimonio artistico e culturale è sempre più attuale, in quanto rappresenta un modo di guardare al territorio, passando dall'aspetto economico a quello culturale, e viceversa.

Carabaggio, opera del Cinquecento, è stata restaurata con il progetto "Restituzioni".

**MAZZOLA** L'Annunciazione di Giuseppe Mazzola (1800-1860) della Chiesa di San Gattardo. È uno dei pezzi restaurati con il progetto "Restituzioni".



Tra i pezzi milanesi spiccano la Croce di Chiaravalle e la sinopia dell'affresco giottesco della chiesa di San Gattardo.

Chiaravalle, capolavoro di Francesco Strozzi, opera del Duemaseicento, è stata restaurata con il progetto "Restituzioni".

Brera all'Ambrosiana, dal Castello Sforzesco al Poldi Pezzoli, fino al Museo del Duomo e al Bagatti Valsecchi. Tra le opere del capoluogo lombardo spicca la Croce

raffigurante Annunziata dalla sinopia del pittore senese, di stile rinascimentale, opera di Francesco Strozzi, restaurata con il progetto "Restituzioni".

La CSR nell'arte e cultura tra i migliori strumenti per il rilancio del sistema Italia

Intervista a Marco Eugenio Di Giandomenico, scrittore e manager culturale milanese.

A cura di Laura Pavia

Mancano ormai poco più di due mesi alle elezioni amministrative e i programmi elettorali dei vari candidati sindaci, affrontano tutti l'annosa tema della crisi finanziaria che attraversa il nostro Paese, proponendo soluzioni e idee operative spesso coincidenti e, per lo più, con un focus sulla valorizzazione territoriale in termini artistici e culturali come strumento primario per il rilancio delle economie urbane.

Abbiamo chiesto a Marco Eugenio Di Giandomenico, scrittore e manager culturale milanese, quali sono gli strumenti più strategici per il rilancio del sistema Italia.

Un ruolo importante, in questo senso, lo riveste La Corporate Social Responsibility (o Reporting), nota con l'acronimo di CSR o RSI (Responsabilità sociale d'Impresa) vale a dire quel sistema di tools di rendicontazione sociale quali i bilanci sociali, di missione, di sostenibilità, ecc. che valutano e misurano, il Paese ha bisogno di brevi manuali operativi e artistici su tutte le parti (stakeholders) coinvolte.

La cura del patrimonio artistico e culturale è sempre più attuale, in quanto rappresenta un modo di guardare al territorio, passando dall'aspetto economico a quello culturale, e viceversa.

Albanese chiede a Marco Eugenio Di Giandomenico, scrittore e manager culturale milanese, quali sono gli strumenti più strategici per il rilancio del sistema Italia.

La cura del patrimonio artistico e culturale è sempre più attuale, in quanto rappresenta un modo di guardare al territorio, passando dall'aspetto economico a quello culturale, e viceversa.

Carabaggio, opera del Cinquecento, è stata restaurata con il progetto "Restituzioni".

L'INIZIATIVA

Così il Comur partecipa all'operazione

Teresa Monestrelli

Venti opere recentemente restaurate con un percorso di cura a vent'anni, a cura di Teresa Monestrelli.

La cura del patrimonio artistico e culturale è sempre più attuale, in quanto rappresenta un modo di guardare al territorio, passando dall'aspetto economico a quello culturale, e viceversa.

Albanese chiede a Marco Eugenio Di Giandomenico, scrittore e manager culturale milanese, quali sono gli strumenti più strategici per il rilancio del sistema Italia.

La cura del patrimonio artistico e culturale è sempre più attuale, in quanto rappresenta un modo di guardare al territorio, passando dall'aspetto economico a quello culturale, e viceversa.

Albanese chiede a Marco Eugenio Di Giandomenico, scrittore e manager culturale milanese, quali sono gli strumenti più strategici per il rilancio del sistema Italia.

La cura del patrimonio artistico e culturale è sempre più attuale, in quanto rappresenta un modo di guardare al territorio, passando dall'aspetto economico a quello culturale, e viceversa.

Carabaggio, opera del Cinquecento, è stata restaurata con il progetto "Restituzioni".

## Il critico ed economista dell'arte milanese Marco Eugenio Di Giandomenico nuovo direttore vicario dell'Accademia Kandinskij di Trapani

Il critico ed economista milanese Marco Eugenio Di Giandomenico è il nuovo direttore vicario dell'Accademia di Belle Arti Kandinskij di Trapani, presieduta da Silvia Guaiana.

Oggi presso la sede centrale in via dei Cappuccini n. 7, con la conduzione dell'attrice e conduttrice Vanessa Galipoli, si inaugura l'anno accademico 2017/2018 con un fitto programma di interventi scientifici a cura di illustri personalità della cultura e dell'arte, e con la partecipazione di importanti ospiti, tra cui Stefano Masciarelli, l'artista catanese Giusy D'Arrigo e il maestro clarinetista Danila Musikhin. È previsto anche il conferimento di premi accademici onorifici al dottor Domenico Macaluso, al sindaco di Palermo Leoluca Orlando e all'avvocato Don Bosco di New York presente all'evento in videoconferenza.

Insomma uno scenario accademico e artistico di grande livello per l'atteso insediamento del nuovo direttore vicario milanese che assume la guida artistica di un'accademia che sin dagli albori delle sue attività – circa diciannove anni fa - ha sempre guardato avanti, esplorando le mille declinazioni interdisciplinari dell'arte e proiettandosi su traiettorie internazionali attraverso collaborazioni con università e accademie estere, soprattutto americane ed orientali.

Marco Eugenio Di Giandomenico, docente universitario, esperto e critico della sostenibilità della cultura e dell'arte, ambasciatore del made in Italy nel mondo, opinionista televisivo, esperto di relazioni pubbliche e di CSR (Corporate Social Reporting), rappresenta un interessantissimo player nel panorama della valorizzazione dei beni culturali italiani e in particolare del territorio siciliano, con una personalità eclettica che si estrinseca in svariate direzioni anche se con un unico driver fondamentale: la ricerca e la promozione della bellezza. Il suo approccio scientifico e professionale nel campo della comunicazione culturale è in linea con l'inarrestabile affermarsi delle nuove tecnologie, e soprattutto dei new media.

Tra le svariate iniziative degli ultimi mesi va senz'altro menzionata la produzione, in collaborazione con il Comune di Milano, del film "Giants in Milan – Arte Sostenibile" con la partecipazione di eminenti personalità della Cultura (Francesco Alberoni, Carla Fracci, solo per citarne un paio) di cui ha firmato anche la sceneggiatura.





**Grande successo del discorso di insediamento del critico ed economista dell'arte milanese Marco Eugenio Di Giandomenico nuovo direttore vicario dell'Accademia Kandinskij di Trapani**

Grande successo del discorso di insediamento del critico ed economista milanese Marco Eugenio Di Giandomenico, nuovo direttore vicario dell'Accademia di Belle Arti Kandinskij di Trapani, presieduta da Silvia Guaiana.

L'altro ieri, con la conduzione dell'attrice e conduttrice Vanessa Galipoli, si è inaugurato l'anno accademico 2017/2018 con un fitto programma di interventi scientifici a cura di illustri personalità della cultura e dell'arte, e con la partecipazione di importanti ospiti, tra cui Stefano Masciarelli, l'artista parigina di origine siciliana Giusy D'Arrigo e il maestro clarinettista di origine russa Danila Musikhin. In apertura l'atteso intervento scientifico sulla sostenibilità dell'arte di Marco Eugenio Di Giandomenico che ha illustrato le progettualità che porterà avanti nel prossimo triennio con l'Accademia, tutte indirizzate alla promozione del territorio trapanese e siciliano nel mondo.

Personalità eclettica e originale quella del manager culturale milanese che spazia dall'attività di docenza universitaria e di critica della sostenibilità dell'arte, all'organizzazione di grandi eventi, a quella di scrittore, conduttore televisivo e produttore cinematografico, senza prescindere inoltre da una sua breve parentesi giovanile di top model per alcune case di moda internazionali.



*Marco Eugenio Di Giandomenico  
(foto di Massimo Martino).*

## *Targa Vivisalute Award 2018*

***Marco Eugenio Di Giandomenico***

*Ambasciatore del Made in Italy nel Mondo*

*Scrittore, economista e critico della sostenibilità dell'arte e della cultura, titolare di prestigiosi incarichi accademici in Italia e all'estero, opinionista televisivo, è tra i più famosi e attivi manager culturali milanesi impegnati con successo nel promuovere l'Italian Style nel mondo, tanto da essere definito dalle principali testate giornalistiche "Ambasciatore del Made in Italy nel Mondo".*

*Tra le sue molteplici iniziative di successo, il libro "Management etico. Principi e fondamenti" e il film "Giants in Milan – Arte Sostenibile", prodotto nel 2016 in collaborazione con il Comune di Milano.*

*Presidente Vivisalute Lombardia  
Prof.ssa Dea D'Aprile*



*Presidente CERGAS  
Prof. Elio Borgonovi*



# L'ANGOLO DI MILANO

## I Università porten vita e benn

### Hann rigeneràa quarter mort. E l'è minga che nei '60 l'era mej



di ROBERTO BRIVIO

**L'HOO CONOSSUDA** cent'ann fa. Se dis instei quand la conoscenza de ona persona l'è da on temp incalcolabil. La prima volta che l'ha in daa on rapporto attraverso la sua segreteria la gh'aveva on uffici in ona via arent alla Casa di Riposo Verdi. La taverna foa on quaj strada con l'Operaia che in quel temp la m'aveva crappà co' anima, coea e portafuoc. El co' perchè ragioni in on mood di approssimativa del gner e pensari de fa el sold on in tutti i me maa in scena, l'anima perchè se gh'è on spettacol ingenuo, per tutti, e l'è l'Operaia, el coeur perchè ona volta che te incominci con ona, per esempi. La Vidua d'Allegro, se vorraves metti su tucc, el portafuoc perchè la coea pussà dell'Opera, passà de on Musical, perchè se te fa on professionista in de la colli-colla i scenari, i costum, el cast, minimo de 70 professionista tra professor d'orchestra, cantanti, coro, compositor, actor, comic e soubrette, scenic. Ecco perchè hoo detesta de portala in scena. La sciora dei cinq paroll dell'incipit la se chiama Dea D'Aprile. Quand hoo senti el nomm me pareva de incontrà on personaggio di mitologia. Dottorissa, Climatologa, Esperta in comunicazione, Conduttrice TV e Radio de programmi dedicati a la salute. Hoo pensà de fonda el premi "Vital-salute", e adrienza l'Università Unimaterial - Medicina Integrata Economia e Ricerca - con i 14 dipartimenti e direttore docente di primaria importanza, come Carlo Ramundo, Direttore del dipartimento de Marketing, Farmaceutico che el met al centro de la sua attenzione il "cambiamento radicale del Sistema sanitario nazionale e la sua sostenibilità focalizzando sui nuovi modelli che vedono coinvolgi gli amori e in particolare aziende e farmacia". Dea D'Aprile, l'è el Reator, e el mari Carlo, con la sua esperienza de bancario, l'amministrato. Ona coppia de coppi el amministrato Marzullo. Se po' legg in la locandina pubblicada nel contest dell'articol, ad esempi, quella che la sarà l'inaugurazione dell'ann Accademico, el 30 Genaro, prepri del salom de la Conferenza Cio Venezia, 51, ai detti. Dirigi ona mi on dipartimento: Location, Cultura, Recitazione, Design. Sorz tutt per la difesa del mood de parla e de fass capli. Incausa la gent la farfuglia, la scandisti no, la usa poch la voe. I pret predichera, i professor parlen, i conferencier concionen, i presentator cinghionen e la maggior part di toli se copia poch o man de quel che dizen. O la voe l'è mrop bassa, o scandisti no i finai e famm la parola, o sbagliara a met i verb. El dipartimenti el mass con l'Università de onora la lingua italiana e de fa capi quell che se dis, che a tod l'è important. I oevator a hinn spazza nacc monumoni. El dipartimenti el coeur insegnà a parli in on mood di ascoltare e minga fa dormi. La Rettoreza (adess la chiam Rettora) part ad alter dona con cariche pubbliche: Assessor, Professoressa. I l'ha intenzi di premi che equivalen varoimena a on riconoscimento per quell che ona persona o ona organizzazione l'ha juo

**UNIMEIER**

2017  
2018

ANNO ACCADEMICO MEIER MICO

Milano, 30 Gennaio 2018 - (ore 10:00)

Conferenza di Sala Palazzo

LAUREATI DEL TRIENNIO  
CORSI DI STUDIO IN SCIENZE ECONOMICHE E SOCIALI  
CORSI DI STUDIO IN SCIENZE LETTERARIE, UMANISTICHE E PEDAGOGICHE  
CORSI DI STUDIO IN SCIENZE GIURIDICHE, ECONOMICHE E PEDAGOGICHE  
CORSI DI STUDIO IN SCIENZE PEDAGOGICHE  
CORSI DI STUDIO IN SCIENZE PEDAGOGICHE

ASSIRIAM  
CERIAS  
SOCIOL

### TANTE INIZIATIVE

**Teater, Cultura, Recitazione, Dizion**  
adess anca mi dirigi un Dipartimento per difend el mood de parli

nell'ann. Siatera i premi a hinn important. I e metti di seguit:  
C.A.P.A.C. (Politecnico del commercio e del Turismo di Milano); Co.Re.Com Lombardia (Comitato Regionale per la Comunicazione); Marco Eugenio Di Giandomenico (economista e Critico della Sostenibilità dell'Arte e della Cultura); Alberto Rossi Tadde (Chirurgo Plastico, Fondatore Clinica Noci Genesis); Massimo Sargiacomo



### IL BELLO DELLA CITTÀ

**La stà minga ferma come in di cartolin**  
Avèrta in di palass in di cortin, cont piazz che te daran respir

(Docente Università "G. D'Annunzio" - Chieti Pescara)  
Me vegn de faa ona considerazion su questo Milan piena de attività anca nel camp Univeritario. Quand senti di che l'è andada giò, che l'è minga come nei ann '60, che l'è pù la Milan de 'na volta, che la gh'ha no vita, iniziative, movimenti culturali, diversità, anima, me vegn el jotton. Anca mi a volt son stà ston de quej che la faova minima, "na cinà. L'è minga vera. I Università di Stialù hann rigenera quarter mort. C'è un dipartiment sportiv (che n'è vuu anca de ol di de poa trascorsi de via Tadde-sio). Per tutta la giornada te veder student che giren con el cuano sui spall, che fan la fila per fa i coppi, per minga, che impessiona la stazion de la Bovio, el capofila de la 92, i parcheggi. Quand pass de là e voo in la tua in disa gh'eren 'na volta i deposit di costum de La Scala, unuu dal Ronconi per mette in scena l'Infinuata, on test univuu, con la gent che la passava di on ambient all'u-

### ADESSO BASTA

Quand senti di che l'è minga come nei '60, che l'è pù la Milan de 'na volta che la gh'ha no vita me vegn el fotton

Così si presenta l'Anno accademico della Unimeier che verrà presentato oggi. Qui sotto: uno slogan del '68 in una manifestazione studentesca. A parte, sono ancora attuali in base: studenti della Statale durante una lezione. Le aperture di nuovi poli di studi hanno fatto un gran bene anche e soprattutto alla città che respira un'aria più viva intellettualmente

ter, me fermi a varda l'insegna de vocuona di primm co' cinematografie de Milan: L'Armenia Film (la sciora l'è in olù su la facciata) e donon gh'è "Tosseria del cinema", sorada su, e speri che almen la tenga la sua stada salvada. Milan, dizen i libri de la Meneghini l'è bella in bic, a pè, in ala, in bass, con i cà che parlen, che ne cueten la storia. Ne scri-



stavao un anca mi, el me redicesim, e gh'è darro el riol del film che son adré a gira con Guido i Cronaci. L'Ultima Milan. Intesa come Ultima, questa che vedom, piena de vita e de iniziative, de coeur, de manioe, de gent che fra vint ann la disarà "Eh, come la Milano di ann del primm domm e tiri, sarà diffici moeda". Me criska, l'è ona città che la se moeuv. La stà minga ferma come in di cartolin, Avèrta in di palass, in di cortin, cont piazz che te daran respir, con ges pien de attività (lo i scus per el nùddegono), cont music, master (per veda el Carrozzege la coa i square de cinq or).

**SECOND MI**, quel che la demigren ston quatna non e di sul sofo a guardà la television e in di conversazion sceten a borbona: "Ma dov'è la cultura? perchè el st'adimanca del milanes? dove sono le canzoni popolari che si canterano negli anni '60? dove sono i milanese di quej che la faova minima, "na cinà de respond. "Ue, guardass in gr, bittion. Quaj che te veder a hinn naa milanese, nel co', nell'anima, nel coeur e nell'immagin che gh'han de lor medesim". Milan l'è ona città che incausa e per quaj la se migliora, la se perfeziona e la gent la se innoiva, ombria, adanza, completa e compagna, la ogni vint de l'Università de Unimaterial con la Rettora Dea D'Aprile e de cent mila alter organizzazione con in co' i paroll de la canzone Oh mia bella Madamma scrita dal D'Anni Brachi: "ovgni chi scruva parava, mimm se slongarom la man..."

## L'evento di Vivisalute

**Consegnati a Milano  
gli oscar lombardi  
tra impresa e cultura**

■ ■ ■ Anche quest'anno si è svolta la cerimonia di premiazione Targa Vivisalute Award, organizzato da Vivisalute Lombardia, presieduto da Dea D'aprile e da CERGAS - Centro di Ricerche sulla Gestione dell'Assistenza Sanitaria e Sociale all'interno dell'Università Bocconi, presieduto da Elio Borgonovi. Lo scorso 30 gennaio, in occasione dell'inaugurazione del nuovo anno accademico dell'Università MEIER, si è svolta la quattordicesima edizione del premio presso la sede di Confcommercio. Da sempre vengono premiate personalità e organizzazioni di spicco nei vari ambiti della politica, economia, cultura, sport, che si sono distinti anche per il loro impegno nell'aiutare il prossimo e particolarmente attivi in campo solidale. Tra i premiati



La premiazione

del 2018 figurano Marco Eugenio di Gandomenico, economista della sostenibilità dell'arte e della cultura. Il manager è noto anche per aver ricoperto prestigiosi incarichi accademici in Italia e all'estero, oltre ad essere stato definito dalle testate giornalistiche "Ambasciatore del Made in Italy nel mondo". Targa Vivisalute Award è stato consegnato anche a Alberto Rossi Todde, chirurgo plastico e direttore delle cliniche Nova Genesis; noto anche per la promozione di interventi estetici diretti al miglioramento e alla correzione di difetti evidenti, conservando però l'equilibrio psicofisico del paziente.

ELEONORA RAVAGLI



XVIII EDITION OF THE "PIANETA AZZURRO - THE PROTAGONISTS" AWARD. AWARD TO MARCO EUGENIO DI GIANDOMENICO -  
Fregene (ROME), 14th September 2019



# LIVEIN

11s edizioni · trimestrale · anno 11 · n° 54 · ottobre 2020 · € 15,00 · \$ 30,00



## Viva l'Italia

Livein, dedicato a chi vive

LIVEIN N. 54, OCTOBER 2020



Artroom

# L'ARTE DEL MADE IN ITALY

92

photo by Ambrogio Trezzi

## Marco Eugenio Di Giandomenico, critico dell'arte sostenibile, ambasciatore del made in Italy nel mondo

by Giovanna Repossi

Nel variegato panorama internazionale dell'arte contemporanea Marco Eugenio di Giandomenico, scrittore, docente all'Accademia di Belle Arti di Brera, critico d'arte e curatore di prestigiose mostre e iniziative artistiche e culturali, è tra le figure più attive e interessanti nella promozione delle migliori espressioni creative del Bel Paese, nella valorizzazione del made in Italy, quale patrimonio identitario socio-culturale da salvaguardare e incentivare, soprattutto nell'era della globalizzazione dovuta all'inarrestabile sviluppo delle nuove tecnologie.

Un carriera senza precedenti, da ideatore e curatore della manifestazione "Leonardo at the Table" inaugurata al Castello Sforzesco di Milano durante l'EXPO 2015, con partecipazioni eccellenti del calibro di Carla Fracci, Gualtiero Marchesi, il californiano precursore della Soundart Bill Fontana, alla scrittura e produzione del film "Giants in Milan - Arte Sostenibile" in collaborazione con il Comune di Milano, adottato nelle 24 biblioteche della Capitale Lombarda, anche qui con l'intervento di eminenti personalità della cultura quali Ferruccio De Bortoli, Francesco Alberoni, Claudio Salsi, Pino Farinotti, solo per citarne alcuni.

Per non parlare poi dei suoi interventi televisivi come esperto di arte ed economia sostenibile tra cui la trasmissione "Heritage" su Rai Uno, a cura di Federico Fazzuoli e Marco Ravaglioli.

Più di 20 monografie pubblicate con primarie case editrici, molteplici articoli sulle principali testate editoriali nazionali, partecipazione a più di 150 eventi artistici e culturali in qualità di lecturer, chairman o curatore, invitato speciale ogni anno in manifestazioni interna-

In the variegated international panorama of contemporary art, Marco Eugenio di Giandomenico, writer, professor at the Brera Academy of Fine Arts, art critic, and curator of prestigious exhibitions and artistic and cultural initiatives, he is among the most active and interesting in promoting the best creative expressions of the Bel Paese, in enhancement of made in Italy, as a socio-cultural identity heritage from to safeguard and encourage, especially in the era of due globalization the unstoppable development of new technologies.

An unprecedented career, as creator and curator of the "Leonardo at the Table" inaugurated at the Castello Sforzesco in Milan during EXPO 2015, with excellent participation of the caliber of Carla Fracci, Gualtiero Marchesi, the Californian Soundart forerunner Bill Fontana, writing and producing the film "Giants in Milan - Sustainable Art" in collaboration with the Municipality of Milan, adopted in the 24 libraries of the Lombard capital, also here with the participation of eminent one's personalities of culture such as Ferruccio De Bortoli, Francesco Alberoni, Claudio Salsi, Pino Farinotti, just to name a few.

Not to mention his television interviews as an expert in art and sustainable economy, including the program "Heritage" on Rai Uno, curated by Federico Fazzuoli and Marco Ravaglioli.

More than 20 monographs published with leading publishing houses, multiple articles on main national publications, participation in more than 150 artistic and cultural events as a lecturer, chairman, or curator, special guest every year at events



photo by Massimo Martino

international, from the Venice Film Festival to the Cannes Film Festival, from exclusive parades of the Milanese and Parisian fashion weeks at the main culinary events curated of starred chefs. Of distant Austrian origins, born in central Italy, residing and operating in Milan for more than twenty-five years old, Marco Eugenio Di Giandomenico is one of the excellent promoters of Made in Italy in the world, is of that eclectic professionalism that our country needs for an authentic relaunch after the great pandemic, as only by rediscovering our origins, our "know-how" settled in centuries of history can trigger a new virtuous path, a new "renaissance" that gives credit to the marvelous ones creative energies of our territories.

Meeting him some time ago, intrigued, I asked him what studies he had completed: "I attended an excellent classical high school. I graduated in economics, I attended advanced training courses in art history, philosophy and theology especially at institutions cultural afferents of the Holy See. Very young, I had a short top experience model for a leading fashion house, an enlightening experience for my profession."

zionali, dalla Mostra del Cinema di Venezia al Festival del Cinema di Cannes, dalle sfilate esclusive delle fashion week milanesi e parigine ai principali eventi culinari a cura di chef stellati.

Di lontane origini austriache, nato in centro Italia, residente e operativo a Milano da più di venticinque anni, Marco Eugenio Di Giandomenico è tra i promotori eccellenti del made in Italy nel mondo, è di quelle professionalità eclettiche di cui il nostro Paese ha bisogno per un rilancio autentico dopo la grande pandemia, in quanto solo riscoprendo le nostre origini, il nostro "saper fare" sedimentatosi in secoli di storia è possibile innescare un nuovo percorso virtuoso, un nuovo "rinascimento" che renda merito alle meravigliose energie creative dei nostri territori.

Incontrandolo qualche tempo fa, incuriosito, gli ho chiesto quali studi avesse compiuto: "Ho frequentato un ottimo liceo classico, mi sono laureato in economia, ho partecipato a corsi di alta formazione in storia dell'arte, filosofia e teologia soprattutto presso istituzioni culturali afferenti la Santa Sede. Giovannissimo ho avuto una breve esperienza di top model per primaria casa di moda, esperienza illuminante per la mia professione"



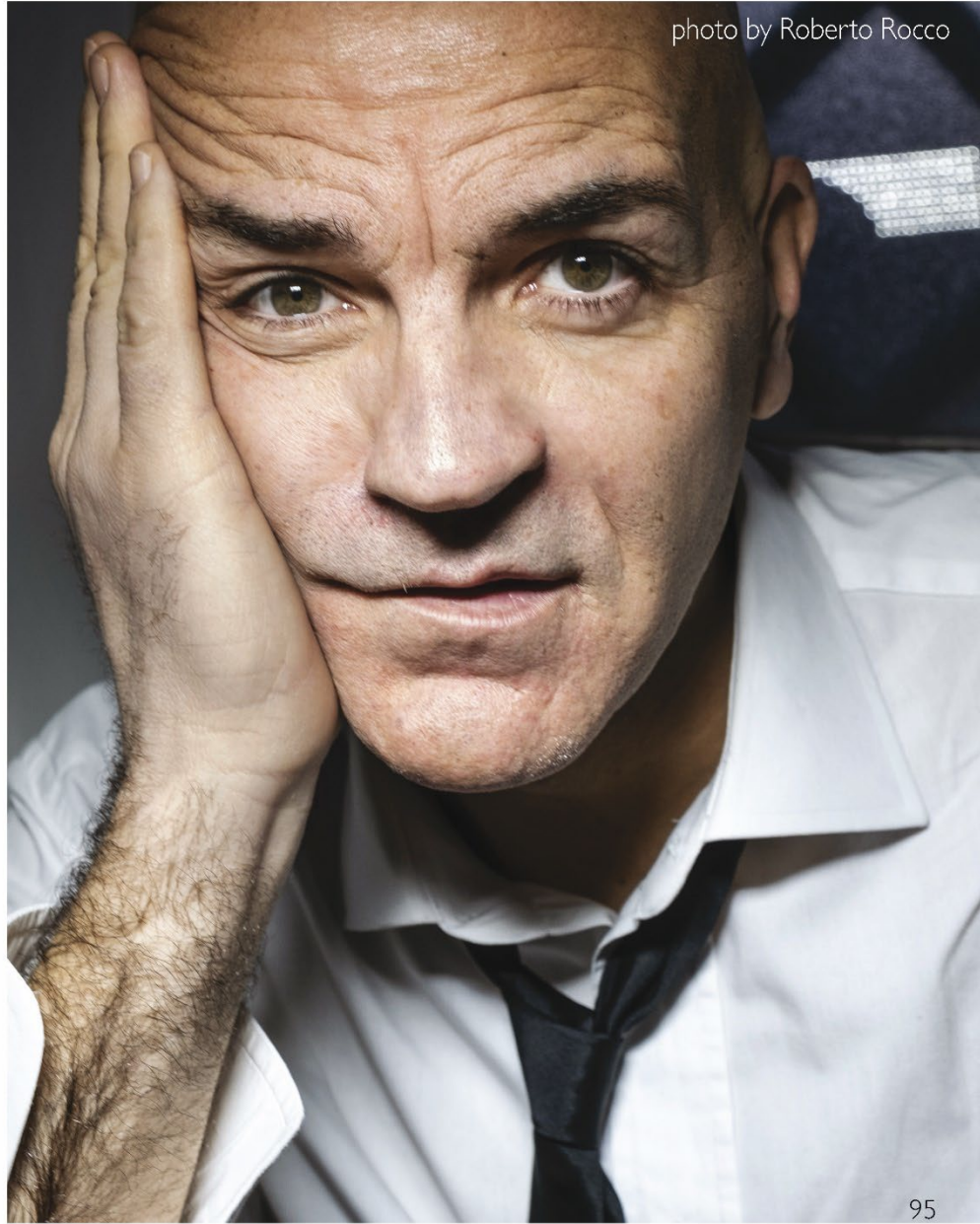


photo by Roberto Rocco

# Come far sopravvivere l'arte ai tempi dei nuovi media

Di **Redazione** - 1 Dicembre 2020

🗨️ 0



Ph Oscar Covini

Nel panorama dei critici e curatori artistici internazionali, **Marco Eugenio Di Giandomenico** è tra le personalità più interessanti, soprattutto in tema di valorizzazione delle "belle arti" italiane e di selezione di talenti tra le nuove generazioni.

Scrittore, teorico dell'"arte sostenibile", economista dell'arte e della cultura, docente all'Accademia di Belle Arti di Brera, da più di un ventennio promuove

# L'ARTE A NUDO

Intervista a Marco Eugenio Di Giandomenico

A cura di Carla Cavicchini

Arte, arte... ma quale? Esistono molteplici espressioni dell'arte, con altrettanti risvolti: da quelli meramente estetici a quelli terapeutici - come insegna la scuola del medico-clown Patch Adams - connotando un mondo oggetto di attenzione e di elucubrazioni dottrinarie da parte di filosofi, artisti, critici e intellettuali da più di duemilacinquecento anni!

È interessante il taglio interpretativo, soprattutto in tema di arte contemporanea, del critico e curatore artistico internazionale **Marco Eugenio Di Giandomenico**, docente all'Accademia di Belle Arti di Brera di Milano, grazie al suo stile (e futo) sciolto, fluente, efficace e non esclusivamente accademico. Parliamo d'un esteta, nel senso di riconoscatore e scopritore della Bellezza. Una persona di gusto, che può essere soggettivo da persona a persona, senza però trascurare l'anima profonda dell'estetica, in quanto senza immagini ed impulsi vitali appassirebbe come una bella pianta non annaffiata.

Se per Schelling l'elemento natura è vitale nella nostra visione d'insieme, è stimolante continuare ad affinare il nostro senso estetico davanti a chiese, dipinti, castelli e palazzi, con estrema cura interiore ed esteriore, cominciando dal quotidiano. Come tirar fuori più spesso il servizio buono (da tavola) non senza aver letto Prévert e, prima ancora, accompagnati da buona musica.

Marco Eugenio Di Giandomenico è considerato a livello internazionale un teorico dell'arte sostenibile che costituisce uno dei più grandi dibattiti dell'arte contemporanea, circa le nuove modalità di espressione degli artisti contemporanei nell'era delle nuove tecnologie. "Assistiamo al sovvertimento delle categorie essenziali e



Marco Eugenio Di Giandomenico. Foto © Anabrogio Trezzi

marzo | aprile 2021

storiche che, per più di duemilacinquecento anni, hanno caratterizzato l'ermeneutica dell'arte. Oggi l'artista si esprime attraverso i new media, usando pochissimo gli strumenti tradizionali quali pennello, scalpello, etc., utilizzati per millenni e che hanno caratterizzato la tradizionale *techné* dell'arte. Il mouse viene usato in fase creativa e di post produzione, ponendo varie problematiche sulla sostenibilità dell'arte. Negli ultimi 20 anni mi sono focalizzato principalmente su quali sono i linguaggi creativi nell'era contemporanea. Scrivo di artisti in quanto curatore e critico sulla sostenibilità dell'arte, nonché su tematiche sociologiche collegate all'arte contemporanea. Ultimamente, all'inizio della pandemia nel 2020, insieme al direttore del Museo della Certosa di Pavia ho scritto un libro, *La follia di Oreste*, dove si analizza il mito greco di Oreste in chiave contemporanea. Il libro contiene un testo tragico in stile classico e un saggio sociologico, dove si immagina un Oreste che si risveglia dal sonno millenario nell'era della pandemia cercando una sua nuova dimensione secolare eroica dopo essere stato disumanizzato nel '900, divenuto manichino a mo' di Giorgio De Chirico, e annullato all'inizio del terzo millennio con l'avvento di Internet."

Ma che bella *Lectio Magistralis*. È banale chiederle se abita a Milano?

"Sì, abito a Milano da quasi trent'anni. Ho ideato e organizzato importanti iniziative culturali e artistiche nella capitale lombarda sempre con l'obiettivo di valorizzare i giovani artisti, il patrimonio monumentale e soprattutto il Made in Italy. Ho svolto la mia attività anche con sedi distaccate temporanee a Roma e a Venezia per seguire progettualità internazionali che mi hanno visto curatore. Vado sempre dove mi porta il cuore! Il mio lavoro va svolto con dedizione e mettendo a frutto le competenze, ma l'innescò nasce sempre dal cuore, dall'amore incontaminato per l'iniziativa che mi viene via via proposta."

Sembra di capire che il suo impegno per lavori importanti le hanno portato sempre grandi soddisfazioni.

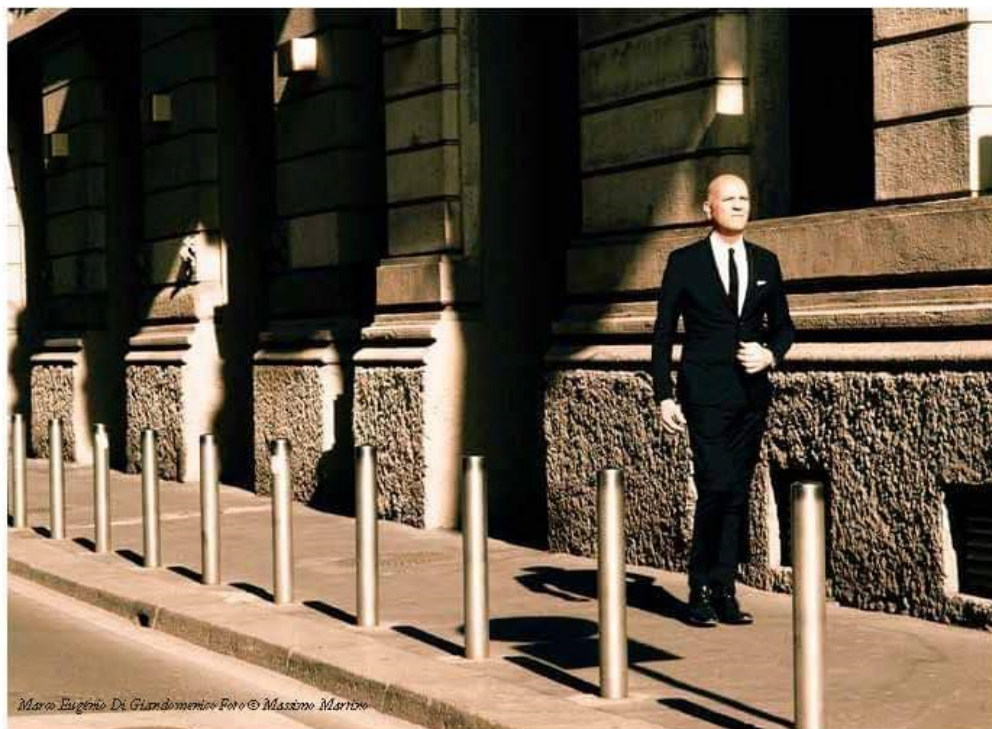
"Direi di sì, non mi lamento! Nelle vesti di scrittore, curatore, critico, cultural manager



Marco Eugenio Di Giandomenico. Foto © Roberto Granata

(spunta l'anima economica!). Un'iniziativa che ricordo sempre con piacere è Leonardo at the table, un grande evento che ho ideato e diretto artisticamente qualche anno fa, organizzato al Castello Sforzesco in partnership con il Comune di Milano, l'Accademia di Brera, il Politecnico di Milano e tante altre entità pubbliche e private relative al Food. È stata riproposta la Festa del Paradiso del 13 gennaio del 1490, offerta dal Duca di Milano al nipote per le sue nozze con Isabella di Aragona, declinata in chiave contemporanea con una cena di gala con 500 ospiti diretta dal mitico chef Gualtiero Marchesi e un concerto rinascimentale organizzato dal Conservatorio G. Verdi di Milano. Un progetto estremamente interessante che durante l'Expo 2015 ha promosso la storia di Milano. Non dimentichiamo che l'art director della Festa del Paradiso quattrocentesca è stato Leonardo Da Vinci, a cui è attribuita, tra le altre, anche l'invenzione del tovagliolo! Il leitmotiv dell'Expo 2015 è stato la sostenibilità, e non solo in termini di produzione e distribuzione alimentare e di salvaguardia del pianeta. E proprio Gualtiero Marchesi, mio grande amico, acconsentì a presiedere il comitato tecnico-scientifico per la parte food di questo grande evento. Hanno partecipato tanti rappresentanti di Stati esteri, direttori di musei, autorità istituzionali provenienti da ogni parte del mondo,

Marco Eugenio Di Giandomenico vive e lavora a Milano. È laureato in Economia con studi di approfondimento in Storia dell'Arte, Teologia e Filosofia. Ha insegnato presso vari Atenei, tra cui l'Università di Firenze, il Politecnico di Milano e attualmente è docente di "Economia dell'Arte e della Cultura" presso il corso di laurea magistrale in Product Design dell'Accademia delle Belle Arti di Brera di Milano. È riconosciuto a livello internazionale tra i massimi teorici e assertori dell'arte contemporanea sostenibile e ha scritto importanti testi accademici di critica artistica e di economia dell'arte.



Marco Eugenio Di Giandomenico Foto © Massimo Marzino

artisti e personalità della cultura del calibro di Carla Fracci, Bill Fontana (venuto ad hoc dalla California) e tanti altri. Il riscontro mediatico è stato incredibile, a livello di stampa sia nazionale sia internazionale.

Sono orgoglioso di questa mia curatela artistica, in quanto ritengo di essere riuscito a creare un connubio virtuoso tra arte, cultura ed economia. Certo, l'Expo ha aiutato: era un momento in cui Milano era al centro del mondo.

Mi ritengo, pertanto, un accademico dai mille interessi, preferendo, tuttavia, spaziare in lungo e largo verso nuovi campi ed orizzonti, sempre alla ricerca della Bellezza."

#### È anche promotore del Made in Italy.

"Ritengo di essere più che altro un esperto di valorizzazione, allorché, tuttavia, ci sia un quid reale da valorizzare. La valorizzazione è un concetto molto importante che parte da un corollario di base. Infatti, se qualcuno non paga qualcosa ci sono solamente due possibilità: o quel qualcosa non vale, o quel qualcuno non riconosce e percepisce il valore della cosa. E questo lo dico quando l'economia non si combina con l'arte e la cultura. Molto spesso non c'è arte poiché noi confondiamo l'arte con la decorazione. A volte invece l'arte stessa come messaggio di bellezza non colpisce l'osservatore, e qui entra in ballo la comunicazione. La principale valorizzazione è la promozione del nostro territorio italiano, dove Made in Italy significa tante cose anche perché, se analizziamo le principali produzioni del Bel Paese, spesso ci troviamo di fronte a processi industriali in parte dislocati all'estero e con dipendenti tutt'altro che Italiani senza approfondire, poi, quanta proprietà delle nostre aziende è effettivamente collegata alla nostra nazione... e allora Made

in Italy vuol dire solo che l'ultimo anello produttivo avviene in Italia? Su questo il Legislatore si è espresso compiutamente, ma le scorciatoie sono tante e spesso difficilmente identificabili."

#### Non è mancata una nota polemica.

"Chiaramente non voglio sollevare sterili polemiche su una questione dibattuta da decenni. La mia opinione personale è che di vero Made in Italy si può parlare quando l'estro e l'ingegno italiano permeino l'ideazione e la gestione degli output produttivi e creativi. Introdurre delle regole realizzative cogenti non assicura alcunché se il timone non rende merito a una genetica e a un'identità culturale unica al mondo."

Abbiamo a lungo parlato del concetto del bello, del buon gusto, dell'arte. Ed è venuto fuori anche D'Annunzio ricordandolo con "Il Piacere" di quell'Andrea Sperelli alter ego del Vate. Insomma l'Estetismo ha preso forza e campo a tutto tondo, sembra quasi che si sia affacciato Oscar Wilde a tale conversazione!

#### Ci racconti del suo Estetismo.

"Estetismo significa tante cose, tra cui anche un lezioso preziosismo. Per quanto mi concerne, estetismo è l'incessante ricerca della Bellezza in ogni sua manifestazione e ciò ha sempre caratterizzato la mia personalità e il motore delle mie azioni. Ritengo che non esista un bello che non sia al contempo buono, in quanto moralmente edificante, e su questo Aristotele dice magistralmente la sua... Spero di essere stato chiaro."

Chiarissimo! Tanto d'aver unito il pensiero aristotelico agli aforismi di Wilde con: "Non si vede una cosa finché non se ne veda bellezza."

## Arti e Spettacolo

### L'artista nella contemporaneità, l'opinione del critico Marco Eugenio Di Giandomenico

PUBBLICATO IL 26 LUGLIO 2021 DA EVELYN GRAZIA NEROCIO



Milano. Marco Eugenio Di Giandomenico, scrittore, curatore e critico d'arte, economista della cultura, docente all'Accademia di Belle Arti di Brera di Milano, è tra le personalità più interessanti e affascinanti nel panorama dell'arte contemporanea. Teorico della "sostenibilità dell'arte", è stato insignito di prestigiosi premi e riconoscimenti internazionali per le sue attività accademiche e professionali, avogendo da alcuni decenni un'instancata attività di promozione dei nuovi linguaggi creativi nell'era dello sviluppo incessante delle nuove tecnologie con uno sguardo attento soprattutto alle nuove generazioni.

Con l'avvento di Internet è cambiata molto anche la percezione dell'arte e del ruolo di artista. Che significa essere oggi artista nell'era di Internet?

L'arte mantiene sempre i suoi canoni biologici della comparsa dell'essere umano sul pianeta. Cambiano gli strumenti espressivi della creatività, con conseguente evoluzione degli approcci ermeneutici, ma l'artista rimane sempre un medium privilegiato di Bellezza, una Bellezza che soffice l'osservatore, in quanto rivastatrice del motore dell'universo.

Con l'avvento di Internet è cambiata molto anche la percezione dell'arte e del ruolo di artista. Che significa essere oggi artista nell'era di Internet?

L'arte mantiene sempre i suoi canoni biologici della comparsa dell'essere umano sul pianeta. Cambiano gli strumenti espressivi della creatività, con conseguente evoluzione degli approcci ermeneutici, ma l'artista rimane sempre un medium privilegiato di Bellezza, una Bellezza che soffice l'osservatore, in quanto rivastatrice del motore dell'universo.

Non dimentichiamoci che la parola "est-ético" ha in se stessa la parola "ética", che, per dirla in termini aristotelici, dirige le azioni umane così che aderiscono alla loro imprescindibile natura trascendentale.

Da più di vent'anni le nuove tecnologie sovvertono le tradizionali modalità espressive dell'arte, mettendone in discussione le tassonomie giuridiche. Invece dello scalpello e del pennello, l'artista oggi utilizza il mouse, invece della tela, i colori e il marmo i moderni software creativi, in continua evoluzione, sempre più capaci di farsi interpreti del messaggio estetico.

Come impattano i social network sull'arte contemporanea?

Viviamo nella società dell'ipercomunicazione, in cui occorre raccogliere il consenso, il "like/forò/like", ad ogni costo, quasi prescindere dall'oggetto e dal contenuto, che raramente vengono approfonditi.

Umberto Eco durante un'intervista per il quotidiano spagnolo El Mundo nel 2015 afferma che i social network danno diritto di parola a legioni di imbecilli. Tale affermazione, evidentemente provocatoria, ripetuta successivamente da noto scrittore in altre occasioni, conserva una sua grande verità. Nell'arte il problema è sicuramente cogente.

È vero artista è colui che ha più follower ovvero che raccoglie un maggior numero di like sul post relativo alla sua opera d'arte? Una maggiore presenza sul web testimonia un maggior valore dell'artista nelle sue produzioni? Il saper comunicare con le nuove tecnologie è "automatico" - per usare un termine caro al filosofo Nelson Goodman - della bella arte?

La risposta è sicuramente negativa. La vera tragedia è che se oggi nascesse un Leonardo da Vinci e non comunicasse digitalmente sarebbe ignorato dal mondo intero e, anzi, non riuscirebbe ad emergere in nessun modo, anche perché gli operatori dell'arte contemporanea (critici, galleristi, etc.) dimenticano sempre più il loro fondamentale ruolo di scouting di nuovi talenti.

Viviamo un momento epocale di transizione dove lo strumento diventa oggetto e dove la Verità viene appannata da tante debolezze umane.

Internet è una rivoluzione senza precedenti nella storia dell'umanità con enormi ricadute positive in tutti gli ambiti della attività umana. Dobbiamo ancora imparare a gestire le nuove tecnologie, a non farci coinvolgere dalle voci delle anime che cercano di spingere il nostro Ego, facendoci dimenticare quelli che nei linguaggio popolare sono chiamati "veri valori".

In tutto ciò di tanto da discutere su cosa significa la parola "economia" nell'era contemporanea.

Conosco alcuni collezionisti che si avventurano ad acquistare opere di artisti "mediatici", il cui prezzo sono dettati solo da una grande capacità di comunicazione digitale oltre che di possibilità di investimento finanziario.

L'arte è come una grande mamma, con tanti bambini che acciullano, ma non ama essere presa in giro e nel tempo mantiene la sua assoluta integrità, tenendo presso di sé solo i veri medium di Bellezza, relegando nel dimenticatoio chi ha cavalcato l'onda della mediaticità fino a se stessa.

Lei si occupa anche tanto di cinema, qual è il film che consiglierebbe di vedere a un giovane artista?

Il film è forse il più "officinale" dei prodotti creativi. È per sua natura la sintesi di vari linguaggi creativi, dalla scrittura alla fotografia, dalla musica alla recitazione, ed è esso stesso una creazione che al viale di altre creazioni che accompagnano il semiotizzare nel prodotto finale.

Un film che occorre assolutamente vedere è "Eva contro Eva" (All About Eve) del 1950, diretto da Joseph L. Mankiewicz, con l'attribuzione di ben sette premi Oscar nel 1951, ispirato al racconto "The Wisdom of Eve" di Mary Orr (1946). Il cast è eccezionale, da una magnifica Bette Davis a Anne Baxter, George Sanders e una giovanissima Marilyn Monroe. Viene raccontata la cosiddetta società dello spettacolo, che, a distanza di più di settant'anni, conserva i medesimi meccanismi relazionali e produttivi.

Potrei consigliare tanti altri film, ma "Eva contro Eva" nel cinema è come l'Ilade, l'Odissea o i poemi tragici in letteratura, contribuisce a creare il giusto substrato culturale e chi ama l'arte e vive per essa.



Questo articolo è stato scritto in Art. Aggiungilo ai segnalibri.



EVELYN GRAZIA NEROCIO

Evelyn Grazia Nerocio è filologa e pedagogista. Svolge ricerche nel settore del diritto delle arti e dello spettacolo. È a capo della Segreteria di redazione di "Arti e Spettacolo".

## ARTI E SPETTACOLO MAGAZINE, 13.07.2021

(<https://www.artiespettacolo.it/lartista-nella-contemporaneita-lopinione-del-critico-marco-eugenio-di-giandomenico>)

EXCELLENCE STORIES — 8 Maggio 2022

## L'Arte, un Modo di Vivere



Marco Eugenio Di Giandomenico Ph. Oscar Cavini Milano 2017

EXCELLENCE MAGAZINE,  
05/05/2022

(<https://www.excellencemagazine.luxury/art-a-way-of-living/?lang=it>)



## Vivere l'arte come modello di vita

È sempre un piacevole incontro nonché una bella esperienza parlare con Marco Eugenio Di Giandomenico, docente all'Accademia delle Belle Arti di Brera ed economista dell'arte e della cultura. Valente scrittore, è anche teorico dell'arte sostenibile.

Ben conosciuto nel corollario dei curatori artistici Internazionali e stimatissimo critico – attualmente è ospite al Festival del Cinema di Cannes – da oltre vent'anni si occupa attivamente di Alta Moda (anche etica e sociale), organizzando sfilate e convegni sul tema, tenendo sempre ben alta l'attenzione per il nostro Bel Paese attraverso minuziosi studi antropologici sulle identità regionali.



Marco Eugenio Di Giandomenico  
Fh Massimo Martino Milano 2018

E della resilienza ne ha fatto esperienza tramite anche il suo bel libro "La follia di Oreste" esprimendo pensieri e concetti sulla solitudine umana di questo terzo millennio, protesa alle new technologies e conseguente aridità umana.

Per arte sostenibile si può intendere anche un buon recupero del riciclato?

*Beh... osserverei che questo è un concetto un po' antico di 'sostenibilità', che ha il suo perché ma sicuramente non esaurisce il problema. Innegabilmente il riciclo ha in sé un messaggio alla salvaguardia del pianeta, quindi limitare o delimitare la produzione industriale evitando sprechi ed inquinamento. L'arte si fa portavoce di tale messaggio divenendo cassa di risonanza con tutta una lunga serie di artisti che operano in merito. Anche se il mio concetto comprende questo pur non esaurendosi in questo. In me significa: Quando un'arte contemporanea può definirsi tale nelle epoche delle nuove tecnologie? Quali sono le nuove forme d'arte dei linguaggi creativi nell'epoca delle nuove tecnologie?*

*Ed ancora: qui si trasferisce l'Appunto creativo alle generazioni future nell'epoca delle nuove tecnologie? Tutte domande di conseguenza che attendono al nuovo modo che gli artisti hanno di esprimersi. Quindi il concetto del pianeta e del messaggio che l'arte può dare, attinge ad un concetto di sviluppo sostenibile maturatosi negli anni '80 della seconda metà del secolo scorso, analizzato quale punto di partenza, visto che il concetto di sostenibilità ogni anno si arricchisce nel campo artistico di nuovi ed importanti contenuti. Arte tra l'altro bella, vera, vista non solo dal lato del virtuosismo estetico, ma anche buona nel senso aristotelico. Un'arte migliore, che vivifica, capace di dare un messaggio sociale con azione salvifica.*



Marco Eugenio Di Giandomenico  
Ph Guido Bollino Milano 2017

*Abbiamo messo in tavola il bello, il buon gusto, l'arte nelle varie sfaccettature, l'Abruzzo a lei regione così cara e di conseguenza il Vate. Insomma un viatico che conduce dritti dritti alla corrente filosofica dell'estetismo.*

*Estetismo significa tante cose e non certamente fine a sé stesso. Dal mio punto di vista qualunque cosa è esteticamente bella quando mi migliora, mi fa pensare... abbracciando personalità, coscienza ed attività cognitive. Pertanto è difficile pensare ad un bello che non sia buono... non buono a niente bensì moralmente edificante.*



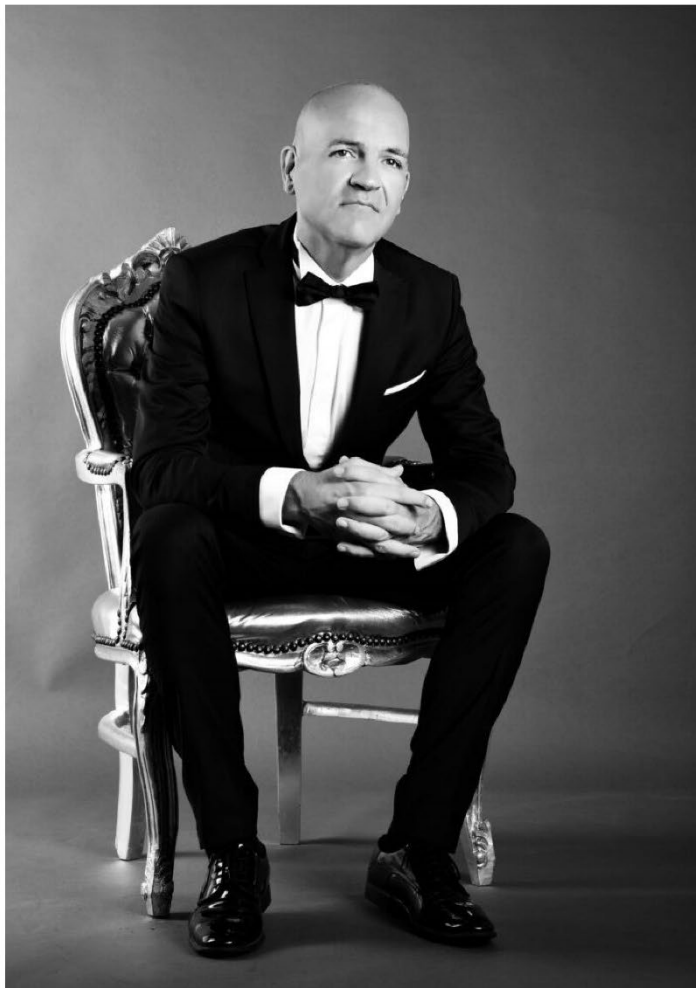
Marco Eugenio Di Glandomenico  
Ph Oscar Cavini Milano 2017

Lei è stato anche modello per varie case di moda internazionali. Ce ne vuole parlare?

*Beh, quella fu una parentesi, avevo poco più di venti anni, andai a New York negli anni giusti, nell'80, vivendo un momento meraviglioso come top-model ma non volli continuare per mia scelta. Considero tutto questo una grande esperienza che mi è stata molto utile, ma dalla vita volevo altro, senza tuttavia sminuire l'attività della moda. Lo considero pertanto un momento formativo come un punto di arrivo che mi ha dato tanto facendomi scoprire l'umanità delle persone. Una grande eredità, trovare dei link, il collegamento, l'empatia con chi ti sta di fronte. Questo poiché un modello deve piacere non per sé stesso ma per ciò che indossa con funzione di art-director, affinché il messaggio estetico arrivi all'osservatore. Una esperienza per me che è stata vitale, seguendo poi altre strade più aderenti alla mia personalità ed al mio modo d'essere.*

## Intervista al critico e curatore d'arte contemporanea Marco Eugenio Di Giandomenico.

By redazione - 7 Dicembre 2022



Marco Eugenio Di Giandomenico, di lontane origini austriache, da quasi trent'anni vive e lavora a Milano, svolgendo attività di critico e curatore di arte contemporanea, con molteplici mostre e iniziative artistiche e culturali di successo organizzate in Italia e all'estero.

E' titolare di prestigiosi incarichi accademici presso accademie di belle arti e università pubbliche, nonché membro di comitati artistici e culturali istituzionali, tra cui il Comitato Permanente Italiano per la Maison de l'Italie a Parigi.

Grazie alla sua formazione interdisciplinare (maturità classica, laurea in economia, studi post-universitari in storia dell'arte, filosofia e teologia) ha una personalità eclettica, ed è in grado,

GAZZETTA DI MILANO,  
07/12/2022

(<https://www.gazzettadimilano.it/cultura/intervista-al-critico-e-curatore-darte-contemporanea-marco-eugenio-di-giandomenico/>)

quindi, di rispondere efficacemente alle istanze degli artisti contemporanei, sempre più alle prese con lo sviluppo incessante delle nuove tecnologie, che rimodula in continuazione i processi di produzione artistica e la relativa promozione nel mercato.

E' autore di pubblicazioni di successo nel campo dell'arte e dell'economia della cultura e collabora stabilmente con prestigiose testate editoriali, che spesso pubblicano le sue accurate e originali recensioni critiche, foriere di profonde riflessioni intellettuali.

E' tra i più ferventi teorici e promotori dell'"arte sostenibile", con un riconoscimento in tal senso a livello internazionale.

Qual è il ruolo della comunicazione nell'arte contemporanea?

Nell'epoca attuale assistiamo a un capovolgimento generale di funzioni e ruoli, per cui lo "strumento" diventa "oggetto" e viceversa, generandosi una notevole confusione per il destinatario del messaggio (osservatore, lettore, visitatore, pubblico, utenza generalizzata, etc.), che ha difficoltà a intercettare l'effettiva presenza di contenuti culturali e artistici, ammalato dalle sirene mediatiche, oramai alla mercé di tutti grazie a Internet.

Un'opera d'arte, che grazie alle capacità di comunicazione dei promotori è sottoposta in maniera opportuna all'attenzione generalizzata, è percepita più interessante e quindi di valore da parte della collettività, la quale riesce sempre meno ad acquistare "bellezza" e sempre più visibilità e riconoscimento sociale: acquista, di fatto, la comunicazione stessa, oramai divenuta il vero oggetto del desiderio di ognuno nell'era contemporanea, come direbbe il filosofo su coreano Byung-Chul Han.

Il rapporto tra comunicazione e arte è oggi un rapporto malato, in quanto la gravidanza creativa è offuscata dai processi di comunicazione, che, invece di essere strumento di diffusione e valorizzazione, diventano essi stessi il quid transattivo, con la conseguenza che le risposte del mercato all'arte sono viziate ab origine, rischiando di compromettere lo sviluppo stesso della creatività contemporanea.

Fino al novecento la comunicazione era demandata solo a operatori professionali (agenzie di stampa, giornalisti, testate editoriali, etc.), la cui attività era rigidamente regolata dal Legislatore, oggi, grazie a Internet e ai social media, chiunque può pubblicare qualunque cosa, e se abile a utilizzare e manipolare i processi comunicativi, può aggirare l'utente, anche superando l'audience dei suddetti operatori professionali, facendo leva su sentimenti di ego primari, spesso perorati da situazioni esistenziali frustrate o almeno percepite come tali.

Come pensa si possa uscire da questa impasse comunicativa?

Il problema non riguarda solo l'arte, ma tutti gli aspetti del nostro vivere quotidiano. Stiamo vivendo una profonda trasformazione sociale, anzi direi epocale, forse la più memorabile dopo il Medioevo. Internet ci ha aperto nuovi mondi e ha facilitato molteplici processi lavorativi e relazionali, ma ha un prezzo alto sulle nostre consapevolezze e i veri valori da perseguire e porre alla base della nostra esistenza.

In più di vent'anni il nostro stile di vita ha subito e continua a subire cambiamenti drastici, impensabili in passato.

Come sempre l'essere umano ritroverà la propria verità ancestrale e saprà riposizionare il ruolo dei media, riportandoli a prezioso "strumento" di divulgazione e valorizzazione di contenuti umani, culturali, artistici, sociali, riequilibrando un rapporto, che al momento è turbato da un nuovo mondo mediatico ancora di difficile decifrazione.

In tale contesto è urgente un intervento legislativo, che al di là delle derive sociali contemporanee, regolamenti il web e almeno scoraggi le manipolazioni più eclatanti.

LA REDAZIONE

Pursuant to the Privacy Policy, I authorise the processing of my personal data.  
Milan, 31st July 2024

**MARCO EUGENIO DI GIANDOMENICO**

**Mob. (IT) +39.377.69.63.795**

**Mob. (US) +1 (917) 512-2903**

E-mail: meudigia@gmail.com

E-mail: info@marcoeugeniodigiandomenico.com

**[www.marcoeugeniodigiandomenico.com](http://www.marcoeugeniodigiandomenico.com)**

Skype: prof.m.e.di.giandomenico

***Social Media Network Contacts:***

*IG: meudigia*

*IG: marcoeugeniodigiandomenico\_art*

*FB: Marco Eugenio Di Giandomenico*

*FB: Betting On Italy*

*FB: Ethicando Association*

*TW: meudigia*

*YT: [https://www.youtube.com/channel/UC\\_zbWfZZ3WsbrIIBXw0sHw](https://www.youtube.com/channel/UC_zbWfZZ3WsbrIIBXw0sHw)*

*LinkedIn: Marco Eugenio Di Giandomenico*

*[Exclusive Right]*