

**FONDAZIONE ERMANNO CASOLI OPENS THE ART + BUSINESS = LOVE (?) FESTIVAL
WITH DANILO CORREALE'S *THE GAME***

PRESS NOTE

Art + Business = Love (?) is the first Italian festival dedicated to the Art-Business relation; it is taking place on **May 3-6, 2017 at Mole Vanvitelliana in Ancona**. A contribution from Fondazione Ermanno Casoli (FEC) is opening the festival. The Foundation was established in 2007 to honor the memory of Elica's founder – a global leader in the production of hoods for household use and main FEC's partner. FEC promotes initiatives in which contemporary art turns into an educational tool to boost innovation within companies, by fostering the art-business dialogue.

The **Art + Business = Love (?)** festival aims at explaining what putting together artists and companies means; that is, contaminating technical and humanistic skills to find solutions that benefit the whole community, as it used to happen in Renaissance courts.

On Wednesday, May 3rd at 7.00 pm and at 8.30 pm at Mole Vanvitelliana's Aula Didattica, the double projection of *The Game* will open the festival; The Game is the movie that artist Danilo Correale realized as he won the Ermanno Casoli Award XIV edition, curated by Marcello Smarrelli. The protagonists were employees from three important companies from the Siena territory (ColleVilca srl, PR Industrial Srl, and Trigano Spa) who participated in a three-goal football match, an unusual tool to overcome the competition featuring the traditional football, as it fosters participants to adopt a cooperation and aggregation approach. **The projection will be replayed on May 4, 5, and 6 from 10.00 am to 9.00 pm. The entry is free.**

On Wednesday, May 3rd, at 6.00 pm at Museo Omero's Conference Room, Deborah Carè and Marcello Smarrelli, FEC's art and organizational directors, **will participate** in a conference on the issue **"ART FOR BUSINESS: arte e imprese per un Nuovo Rinascimento"** (Art and business for a New Renaissance). Sebastiano Di Diego - economist and Network Advisory CEO, Alessia Tripaldi – Sineglossa Creative Ground art&business supervisor, Raimondo Orsetti – Regione Marche's Tourism, Culture and Productive Activity Responsible will take part to the meeting. During the meeting, models and good practices will explain the way in which competitiveness and innovation potential within companies can be increased thanks to artistic contributions.

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