

For ***E-STRAORDINARIO***, a workshop cycle to foster business innovation

Fondazione Ermanno Casoli presents

***Hand #2* with Francesca Grilli**

curated by Marcello Smarrelli

educational project by Piero Tucci –M&D Senior Partner

Wednesday, May 24th, 2017

MUDEC – Museo delle Culture

Via Tortona, 56 - Milan

PRESS RELEASE

Fondazione Ermanno Casoli (FEC) presents a new event from the **workshop cycle *E-STRAORDINARIO*** curated by **Marcello Smarrelli** that will take place on **Wednesday, May 24th, 2017** in **Milan**, at **MUDEC – Museo delle Culture**; its **protagonist** will be **Francesca Grilli**, an internationally known first-level artist.

E-STRAORDINARIO is FEC's project sponsored by the Italian Ministry for Arts and Culture, which has been bringing contemporary art to the business sector since 2008, as an educational and methodological tool in collaboration with major companies dealing with managerial education.

On this occasion, FEC proposed to the Master in Economics and Art and Culture Management students a project entitled *Hand*, which was carried out in 2015 with a group of entrepreneurs and designed with **Piero Tucci**, M&D Senior Partner and trainer specialized in HR education and development. Since 2012, FEC has been partner to Sole 24 Ore Business School.

The project aims at giving an educational experience to students within a business environment, by analyzing its contents and modalities.

Hand #2 is a sort of body-language laboratory: the artist starts by interpreting the lines of the hand, the body part people mostly use to communicate, seal relations, and work; a first painting step will follow, in which participants will learn how to take a hand print, in order to have an overall vision of its lines. Later, a deeper study of the hand features will be developed: shape, color, softness, touching, elasticity.

The artist will be supported by palmistry expert **Guido Rossetti**. Together with them, participants will make a series of exercises to understand how a person's personality is represented by his or her body, by fostering a more instinctive and free reading.

During the workshop final step, participants will tell their experiences based on the hand prints they realized. Every experience will be recorded in an audio track that will represent the collective artwork, the

workshop final result.

Piero Tucci - M&D Senior Partner, will use the art metaphor as educational methodology and will lead participants, artist and curator, towards an experience aimed at working on the value of changes and paradigm breaks, as well as on the importance of communication within a company to boost team work.

FEC was established in 2007 to honor Elica's founder memory; Elica is a global leader company that produces hoods for household use and is FEC's main supporter. The Foundation fosters initiatives in which contemporary art is turned into an educational and methodological tool that can improve working places and ignite innovation processes. Its main purpose is boosting the art-business relation. The companies and institutions that FEC has realized *E-STRAORDINARIO* with include, besides Elica: ACRAF - Aziende Chimiche Riunite Angelini Francesco, Confindustria Ancona, Gruppo 24 ORE, Bricocenter, MSD, Biotronik, Jungheinrich, BCC, EulerHermes - Allianz Group.

Fabriano, May 2017

Materials: <https://www.dropbox.com/sh/g5x3lptmgb6kxhp/AABMMvL1TbAKpQnOMZWDqs6Ha?dl=0>

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