

Friday
21.09.2018

Centro di Studi Bancari
Villa Negroni,
Via Morosini, 1
Vezia, Switzerland

The symposium is
promoted by the
**Fondazione Archivio
del Moderno**

The Energy of patronage.

Paradigm and experience
in architecture and art

The Fondazione Archivio del
Moderno proposes to offer
new perspectives on the
contemporary role of patronage
in relation to artistic and
architectural culture

Symposium

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09.00 / 09.30	Welcome address Alberto Petruzzella President of Centro di Studi Bancari Villa Negroni	10.30 / 11.00	Coffee break
	Institutional greetings Boas Erez Dean of the Università della Svizzera italiana Sandro Soldini Vice President of the of Fondazione Archivio del Moderno	11.00 / 11.30	Patron, Female, Plural. Facts, figures and history at the service of art and architecture Elisa Bortoluzzi Dubach University lecturer and consultant in the field of philanthropy and foundations
	Soloists of the Orchestra della Svizzera italiana Corrado Giuffredi first clarinet Jonas Villegas substitute first double bass Music by Bach, Piazzolla and Gershwin	11.30 / 11.55	Swiss funding foundations: an evolving sector. Scenarios and prospects with regard to culture Beate Eckhardt Director of SwissFoundations-Association of Swiss Grant-making Foundations
09.30 / 09.50	Introduction L'Archivio del Moderno: public initiatives, private initiatives and generosity Letizia Tedeschi Director of the Fondazione Archivio del Moderno	11.55 / 12.30	Philanthropy for Architecture and Art: Foundations and Patrons juxtaposed Debate Beate Eckhardt Director of SwissFoundations-Association of Swiss Grant-making Foundations Viviana Kasam Journalist and Foundation Board Member of The Cukier Goldstein-Goren Foundation Laura Mattioli Collector Moderator Moreno Bernasconi
09.50 / 10.15	Cultural patronage in Switzerland. History of a tradition and the challenges of today. How can patronage stay innovative? Philippe Bischof Director of the Fondazione Pro Helvetia, Zurich	12.30 / 14.00	Lunch break
10.15 / 10.30	Discussion		

14.00 / 14.25
From scientific research to art: philanthropy becomes a business
Giovanna Forlanelli Rovati
General Manager Rottapharm Biotech and Vice president of the Fondazione Luigi Rovati, Milan

14.25 / 14.45
Talking to a patron: Giovanna Forlanelli Rovati in conversation with Moreno Bernasconi

14.45 / 15.10
From Business to Collector to Public Private Partner
Hubert Looser
Collector, President of the Foundation Board of the Fondation Hubert Looser and Board Member of the Kunstforum, Zurich

15.10 / 15.30
Talking to a patron: Hubert Looser in conversation with Moreno Bernasconi

15.30 / 16.00
Coffee break

16.00 / 16.25
Innovation and research in the name of art: the case of a corporate foundation
Mariacristina Cedrini
General Secretary of the Fondazione Bracco, Milan

16.25 / 16.40
Life is not a matter of accumulating wealth but of creating something that would otherwise not have existed
Janine E. Aebi-Müller
Patron, President of the Foundation Board of the Fondation Musée des Enfants auprès du Centre Paul Klee, President of the Foundation Board of the Tharice Foundation, and Foundation Board Member of the Zentrum Paul Klee/Kunstmuseum Bern

16.40 / 17.00
Talking to a patron: Janine E. Aebi-Müller in conversation with Moreno Bernasconi

17.00 / 17.20
Patronage and foundations for culture, art and architecture in Ticino: status quo and prospects
Fulvio Pelli, Patronage and foundations for culture, research, art and architecture in Ticino: status quo and prospects, **in conversation with Moreno Bernasconi**

17.20 / 17.40
The new frontiers of contemporary patronage: continuity and change
Pier Luigi Sacco
Professor of Cultural Economics at IULM, University, Milan and Special Advisor to the European Commissioner for Education and Culture

17.40
Symposium closure
Letizia Tedeschi
Elisa Bortoluzzi Dubach

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Contribution

Hotel International au Lac, Lugano
Alberto Stierlin
Valsangiaco Vini
Associazione Via Nassa

Participation is through registration.
Organization: Mazzantini & Associati.

Symposium

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The challenge that motivates this Symposium concerns the surprising resonance manifested by the initiatives promoted by patronage focused on generous donations aimed at the revival of civil society. The proposal, through testimonies from prestigious speakers and leading institutions, of a new line of thought with regard to the contemporary role of patronage, in the context, in particular, of artistic and architectural culture, can encourage the exploration of unexpected horizons. It can, together with the valorisation of this patronage, bring about a socio-cultural renewal and, alongside this, the development of a territory's resources. Above all, it makes it possible to bring the quality of life into a closer relationship with natural and urban scenarios, encouraging a new and different awareness in terms of how we exist and live in the context of a common growth.

The testimonies of patrons and public and private institutions engaged for years in this valorisation can foster greater awareness and a new sensibility in relation to the challenges undertaken with regard to architectural heritage – a heritage that has great impact on the territory and on the lifestyle of its residents and which in itself constitutes a long-lasting resource. And the interventions aimed at supporting the research and development of this collective

capital are equally long-lasting, and of undeniable visibility. The Symposium intends to stimulate discussion and debate amongst all the participants, inviting them to respond to the questions on the agenda – which concern the present and future of civil society, its enrichment in terms of values and quality, the growth of a cohesive and conscious community and, therefore, the affirmation of a lifestyle that is able to meet the demands and challenges of the current moment.

During the Symposium, an initial answer will be found to such questions as: what role can patronage assume and what innovative repercussions would this mean for society and contemporary culture? Which strategies of intervention does contemporary patronage deploy in order to determine new scenarios and other collective values? What resources and potentialities can be solicited, sustained and developed by active patronage in the immediate future? One particular aspect will also be tackled, which more explicitly deals with one of the themes of the day: this will involve an investigation into which specific opportunities the always “open” frontiers of architecture can make possible – architecture that, in dialogue with history, prefigures both the near, and more distant, future.

Speakers

Janine E. Aebi-Müller

Janine E. Aebi-Müller was born in 1951 in Fribourg (Switzerland). A physiotherapist and sports instructor for the disabled, she also has a degree in Art Education and is a sculptor who works in clay and bronze. From 1998 to 2015, she was Vice president of Maurice E. and Martha Müller Foundation. From 1999 to 2016, she was Board Member of the Stiftung Zentrum Paul Klee, Bern. In 2002, with her father Maurice E. Müller, she started the Fondation Musée des Enfants auprès du Centre Paul Klee. From 2002 to 2005, she conceived the Children's Museum CREA VIVA for everyone from age 4-88. Since 2006, she has been President of the Fondation Musée des Enfants auprès du Centre Paul Klee and, since 2009, she has been President of the Tharice Foundation in Basel. Since 2016, she has been Board Member of the Stiftung Zentrum Paul Klee/Kunstmuseum Bern.

Moreno Bernasconi

Parliamentary correspondent in Bern, he has been Deputy Director of the *Giornale del Popolo* a columnist for several Swiss and Italian newspapers, and leader writer and editor-in-chief, responsible for federal political information, of the *Corriere del Ticino*.

He has published essays and articles on Swiss politics, federalism, the media and multilingualism. His most recent publications include *Switzerland, places and history*. He has been a lecturer for many years on courses of journalism in Italian Switzerland and teaches courses in Communication and Politics at the Università della Svizzera Italiana. He was a member of the Board of Directors of the Swiss Foundation for Arts and Culture Pro Helvetia until 2012, a foundation Board member of the Swiss Cultural Institute in Rome and is president of the Foundation Board of the Fondazione Federica Spitzer.

Philippe Bischof

Philippe Bischof has been director of the Swiss Foundation for Culture Pro Helvetia since November 2017. After studying in Basel, he began his professional career as an assistant director at the Theater Basel. He later worked as a director and playwright at institutional and independent theatres in Switzerland and abroad, while at the same time acting as a jury member for dance and theatre for the Senate Chancellery in Berlin. He also holds a Master of Advanced Studies (MAS) in Cultural Management from the University of Basel. From 2008 to 2011, he was in charge, and artistic director,

of the Südpol cultural centre in Lucerne, contributing significantly to its creation and success. Director of the Culture Division of the Presidential Department of the Canton of Basel-Stadt from 2011 to 2017 and president of the Conference of Cantonal Delegates for Cultural Affairs (CDAC) from 2016 to 2017, he is active on a regular basis as a teacher of politics and cultural promotion.

Elisa Bortoluzzi Dubach

Elisa Bortoluzzi Dubach is a consultant in the field of Public Relations, Sponsorship and Foundations. She has been invited as a lecturer to various universities and institutions in Italy, Switzerland and Germany and has been the project leader of numerous national and international campaigns. She is currently a lecturer at the Catholic University of Milan and the University of Basel. She has contributed to the creation of large funding foundations and is a consultant for managing directors, Presidents of the Board of national and international companies, governments and public administrations. Former member of the Culture Commission of the city of Zug, since 2001 she has been a member of the jury of the Austrian *Mecenat Award* for the promotion of the private funding of culture. She is the author of articles in the field of sponsoring and founding foundations and of the first manual on sponsorship: *Sponsoring - der Leitfaden für die Praxis* (Italian edition, *Sponsoring dalla A a Z. Operational Manual*). She has published the books *Stiftungen der Leitfaden für Gesuchsteller* (Italian edition *Lavorare con le fondazioni. Guida operativa di fundraising*) and *Mäzeninnen- Denken- Handeln- Bewegen*. She is a member of numerous national and international organizations, such as FERPI (Italian Federation of Public Relations), PR SUISSSE (Swiss Association of Public Relations ASRP), ESB - Europäische Sponsoring Börse, as well as proFonds – an umbrella organization of Swiss public utility foundations.

Mariacristina Cedrini

Mariacristina Cedrini is, as General Secretary, responsible for the coordination of the Fondazione Bracco in collaboration with the president, Diana Bracco. She is in charge of strategic and operational activities, the management and coordination of personnel and of the projects conceived and funded by the foundation, cooperating with a variety of bodies such as government institutions, associations, foundations, third party organizations and companies. She also develops and coordinates

meetings between the Foundation's governance bodies. She fosters and monitors relations with the Bracco Group which, as the foundation's financier, must distinguish within its activities the Group's own particular ethical and development values, linked, especially, to the concept of innovation and research. She is the director of the Fondazione Milano per EXPO 2015, which aims to develop projects of international cooperation through capitalizing on the EXPO experience. Within the Bracco Group itself, she is a member of the Bracco Suisse Board of Directors.

Beate Eckhardt

Beate Eckhardt is the director of SwissFoundations, Association of Swiss Grant-making Foundations. Created in 2001, SwissFoundations is an association that brings together funding foundations, contributing to endowing this particular sector with strength and independence.

She has worked as a communication and project manager in the fields of education, culture, architecture and urban planning. She studied German Philology and Economic and Social History at the University of Zurich, and holds a Master's in Communication Management from the Università della Svizzera italiana and UCLA. She is a member of the board of the Swiss Public Utility Society (SSUP), a member of the board of directors of the Neumarkt Theatre and a member of the Zurich Roundtable of Philanthropy.

Giovanna Forlanelli Rovati

After graduating in Medicine and Surgery and a professional career in the pharmaceutical sector, Giovanna Forlanelli Rovati has, since 2015, been general manager, and a member of the Board of Directors, of the scientific and pharmaceutical research company Rottapharm Biotech S.r.l. She has carried out several projects aimed at valorising the Italian artistic and cultural heritage and at bringing the public, especially children and young people, closer to the art world. She collaborates with public institutions in the realization of exhibitions, conferences and artistic and cultural events and launched the Corporate Collection, commissioning site-specific works from artists for the group's headquarters. A passionate art-lover and collector, in 2005 she founded the art publishing house Johan & Levi. She is a member of the Advisory Committee of the Peggy Guggenheim Collection in Venice and a member of the Board of Directors of the ACACIA

Association. Her philanthropic work involves numerous activities, including participation in the Executive Committee of the Fondazione della Comunità Monza e Brianza NPO, in the Board of Directors of Children in Crisis NPO, of which she was president, and in the Guarantee Committee of the Cooperativa Sociale La Meridiana's project *Il Paese Ritrovato*. In 2016, together with her husband Lucio Rovati and daughter Lucrezia, she set up the Fondazione Luigi Rovati, of which she is executive Vice president. She has also activated a project to open a private museum in Milan, which will host the family's Etruscan art collections.

Viviana Kasam

Viviana Kasam is a journalist. She also runs the non-profit association BrainCircleItalia, which she created with the scientist Rita Levi Montalcini in order to communicate information regarding brain research, a theme of primary importance in terms of self-knowledge and understanding and governing the future. She is on the Board of the Cukier Goldstein-Goren Foundation, of which she was president from 2010 to 2014 and she has been on the Board of Governors of the Hebrew University of Jerusalem for ten years. She has worked at the *Corriere della Sera* and for Italy's RAI television and was one of the founders of the Canale 5 TV network. She has won numerous awards for her activities in the world of print and radio and television. Since 2008, she has dedicated herself to non-profit work, organizing the international Brainforum conferences on neuroscience and large institutional events to spread, through music, the universal language of brotherhood, a spirit of openness to others, mutual understanding and respect for religious, political and cultural diversity. She lives in Lugano, where she carries out her work of scientific divulgation and intercultural dialogue through the Fondazione Federica Spitzer, of which she is Vice president.

Hubert Looser

Hubert Looser was born in 1938 in Vilters/Sargans (Switzerland). An entrepreneur and collector, he was the owner and president of Elco Heating Co and Walter Rentsch Holding, in the office equipment sector, listed on the stock exchange respectively in 1983 and 1987. Since then, he has dedicated his time to the Foundation Hubert Looser, created in 1988 for the benefit of humanitarian projects in Cambodia, Cameroon, Zimbabwe, Nepal and Tibet. Since 2012, his international art

collection has been exhibited in Vienna, Zurich, Essen, Oslo and Krems and six catalogues have been published. In 2017, he founded the Zurich Kunstforum, a new arena for debates and conferences designed to stimulate Art-Dialogues.

Laura Mattioli

Daughter of one of the most famous collectors of modern art, Gianni Mattioli, Laura Mattioli has had the opportunity to meet and frequent famous artists since she was a child. Following a degree in Modern Literature from the Università degli Studi di Milano, she concluded a post-graduate specialisation course in Art History in 1978; her studies involved detailed investigation into the history of collecting, 15th century Lombard art, 20th century Italian art and contemporary American art. From 1992 to 1999, she taught at the Academy of Fine Arts in Bergamo. She has curated a number of exhibitions, including *Morandi Ultimo* in Verona and Venice in 1997, an exhibition on Boccioni at the Guggenheim Museum in New York in 2004 and *Boccioni Pittore e Scultore* in 2006 at the Palazzo Reale in Milan. In 2013, she founded the Center for Italian Modern Art in New York, where she curated all the exhibition events until 2018. In 2018, she established the Foundation Mattioli Rossi in Switzerland in order to manage, and to make as accessible as possible to the general public, her own collection and a part of her father's.

Pier Luigi Sacco

Pier Luigi Sacco is professor of Cultural Economics, with rector's delegation for innovation and international relations, and coordinator of the Master's degree course in Arts, Heritage and Market, at the IULM in Milan. He is Visiting Professor at the University of Harvard, and Director of IRVAPP, the Research Institute for the Evaluation of Public Policies at the Fondazione Bruno Kessler in Trento. He has taught, or teaches, at the universities of Florence, Bologna, IUAV Venice, Chieti-Pescara, Johns Hopkins Bologna Center, Milan Bocconi, Milan Vita-Salute San Raffaele, Uninettuno, the Università della Svizzera italiana in Lugano and the Trentino School of Management. He is a research associate at the Centro di Ricerca Semeion in Rome. He is Scientific Director of The Fund Raising School, Culture21 and Goodwill and a member of the Scientific Committee of the National Library of Florence and of the Urban Center of Lamezia Terme. He is director of the *Arte/economia* series of books for Johan & Levi, Monza and *Fabbricanti di*

universi for Silvana Editoriale, Cinisello Balsamo. He writes for the business journal *Sole 24 Ore* and is the author of many scientific publications. He is also a consultant for institutions and companies at an international level on the themes of cultural policies and creative industries.

Fulvio Pelli

Doctor of Juridical Science, since 1977 he has carried out legal and notary activities in his hometown, Lugano. From 1995 to 2014 he was a member of the Swiss Parliament. Today he is actively involved in many Boards of Directors such as: Swiss National Museum, Zurich; Aegis Group, Fribourg; GSMN Suisse SA, Génomier; Franklin College Inc., New York and Franklin University Foundation, Sorengo; ProFonds-Swiss umbrella organization of foundations of public interest, Basel; Fondazione Istituto Ricerche Solari, Locarno Monti. He is President of Banque Profil de Gestion, Geneva and Vice president of the Fondazione Aldo e Cele Daccò, Lugano.

Letizia Tedeschi

Letizia Tedeschi is the founder and, since 1996, the director of the Archivio del Moderno of the Academy of Architecture of the Università della Svizzera italiana. She has guided its research activity, making it a centre of advanced studies, and has established the collection of the Fondazione Archivio del Moderno, promoting its valorisation through exhibitions, publications and studies at an international level thanks to specific agreements and memoranda of understanding (one of particular interest being the agreement with the Ministero per i Beni e le Attività Culturali della Repubblica italiana) with international and national universities, foundations and museums. She is part of the teaching staff of the Ph.D. in History of Art at the Sapienza Università di Roma. She is a member of the Scientific Council of the Institut national d'histoire de l'art in Paris (INHA), of the École Nationale Supérieure d'Architecture Paris-Belleville and of the Graduate School in History of Arts of the Università Ca' Foscari-IUAV, Venice. She was a member of the Commission of Italian Switzerland of the SNSF (Swiss National Science Foundation) from 1998 to 2002. She has been Visiting Professor at the École nationale des chartes in Paris, the Sapienza Università di Roma and the Université Paris 1 - Panthéon-Sorbonne. She is the author and editor of many books and articles dealing with 18th, 19th, and 20th century architecture.