

XIII
edition

23 — 31
OCTOBER



**FLORENCE
BIENNALE**

**ART+
DESIGN**

SPONSOR KIT

— **OPENING 2021**
FORTEZZA DA BASSO

FLORENCE BIENNALE

International Exhibition of Contemporary Art and Design

Founded in 1997 by artist Pasquale Celona and his brother Piero, and now directed by the young Jacopo Celona, the Florence Biennale is a unique opportunity for our city to have an insight into contemporary art. During the days of the biennial, the city once ruled by the Medici gathers hundreds of artists from around the world. Such an exhibition, adding to the context of Florence and Tuscany, also attracts a wide audience for its rich collateral events programme including special shows, lectures, conferences, performances and didactic initiatives.

All this offers artists and visitors an opportunity to meet and discuss various aspects of art and culture while seeing interpretations of the theme of the current edition. Today Florence looks forward to its future as a protagonist of the contemporary art scene, and it is also thanks to the far-seeing commitment of Pasquale and Piero Celona, who worked with art critics and curators with a view to offer talented professional artists the opportunity to exhibit their artworks within an independent event, the Florence Biennale. This year, with Jacopo Celona's managing direction and Dr. Melanie Zefferino's curation, this important exhibition has come to its XIIth edition, and has thus consolidated further its significance in the contemporary art scene.

Eugenio Giani
President of Regional Council of Tuscany



FOUNDING PRINCIPLES, ——— RECOGNITIONS AND PATRONAGES

Dialogue through art amongst people with different cultural backgrounds has been one of the fundamental principles of Florence Biennale since its foundation. The artists participating in this biennial thus virtually become ambassadors of plurality and peace, without which this multi-cultural and cross-disciplinary event would not be possible in that here diversity is a value. The Florence Biennale stands for the importance of art and the role of artists in society by reinterpreting the past while looking at the future, hopefully a future inspired by creativity and sustainability as principles.

The Florence Biennale’s commitment to fostering cross-cultural and cross-disciplinary dialogue through art led to their inclusion in the “Dialogue amongst Civilization’ programme of the United Nations (2001). The Florence Biennale also obtained recognition from the Artists for Human Rights Association for their activity in defense of human rights through art forms (2007). They also obtained the patronage of the Federazione Italiana dei Centri UNESCO (2013), and were bestowed the Pegaso d’Argento Award by the Regional Authorities of Tuscany (2015). The Florence Biennale is held under the patronage of Italian public authorities, namely the UNESCO Italian National Commission, the European Parliament, the Ministry of Cultural Heritage and Activities and Tourism (MiBACT), the Parliamentary Assembly of the Mediterranean and local authorities such as Regione Toscana and Città di Firenze.

Nowadays, Florence Biennale is one of the most important events of contemporary art in the world, thanks to the continuous research and enhancement of the most innovative and interesting artists.

Patronages (2019)





THE MISSION

"Contributing to a cross-cultural dialogue and promoting respect and tolerance between peoples through Art and Culture in their many forms, in order to pursue a Sustainable Future."



EXHIBITION VENUE

Fortezza da Basso

The Fortezza da Basso is a Renaissance masterpiece of military architecture (built between 1534 and 1537), and is the main centre for exhibitions in Florence since 1967. Strategically located in the historical centre of Florence, Fortezza da Basso is the perfect venue for events of high artistic value, and its evocative charm recalls the splendour of the Medici governance: a unique location, combining historic buildings and modern pavilions such as the Spadolini Pavilion, where the Florence Biennale takes place.

The XIIIth FLORENCE BIENNALE will take place inside the Fortezza da Basso in more than **12.000 sqm of exhibiting space**, plus the outdoors areas, dedicated to Special Projects and Collateral Events, giving artists and visitors the opportunity to live a unique experience in an immersive atmosphere among creative people coming from **over 74 countries**.





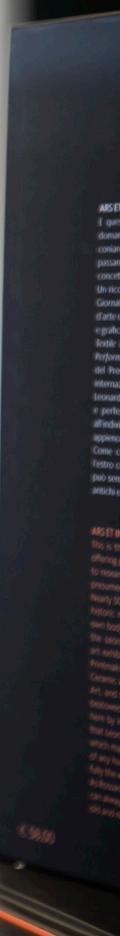
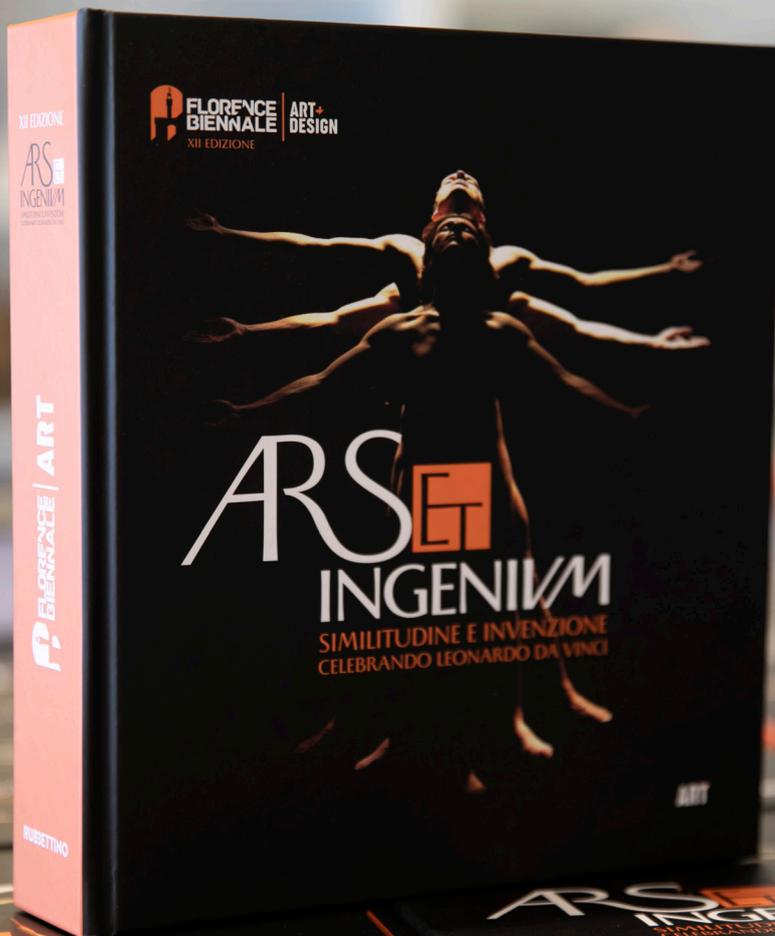
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CATALOGUE

The Florence Biennale Official Catalogue is regarded as a high quality publication, including the detailed program of the event as well as one page for each exhibitor: its 12th edition came alongside with an additional volume dedicated to Design. The Florence Biennale catalogue, published by Rubbettino Editore, will be distributed in Italy through Messaggerie Libri, and the most important book fairs (such as those held in Bologna, Turin, Rome, and Frankfurt). Copies of the volume will also be sent to Italian libraries in London, Paris, Berlin, Madrid and other European cities. Furthermore, the FB catalogue will be made available at the bookshops of the Venice Biennale, Triennale di Milano, and Artefiera Bologna as well as in the museums of Padua, Bologna, Florence, Rome, and Verona.



PRESS AND MEDIA PARTNERS

Publications in several national and international newspapers, magazines, web magazines, and televisions.



ADVERTISING

The Florence Biennale promotes the event through a series of advertising campaigns involving all means of communication: press, web, cinema, radio, television, billboards, flyers, etc.

Those campaigns are planned for both popular contexts (buses, trains, trams, shopping centers, cinemas, schools, etc.) and specific art institutions (museums, art galleries, universities and academies, etc.), starting over one year before the event.



Some photos for example of past advertising

SPONSORS BENEFITS

1 m or Video space (fino a 2 sponsor)

- Logo and link published on the official website
- Logo published on the official Catalogue
- Logo on the "Sponsors of the Artists" panel
- 2 complimentary tickets to the exhibition
- 1 invitation to inauguration ceremony (for 2 persons)
- 1 complimentary copy of the official catalogue

2 m space (max 2 sponsors)

- Logo and link published on the official website
- Logo published on the official Catalogue
- Logo on the "Sponsors of the Artists" panel
- 4 complimentary tickets to the exhibition
- 1 invitation to inauguration ceremony (for 2 persons)
- 1 complimentary copy of the official catalogue

3 m space (max 3 sponsors)

- Logo and link published on the official website
- Logo published on the official Catalogue
- Logo on the "Sponsors of the Artists" panel
- 6 complimentary tickets to the exhibition
- 1 invitation to inauguration ceremony (for 2 persons)
- 1 VIP entry badge
- 1 complimentary copy of the official catalogue



4 m space (max 4 sponsors)

- Logo and link published on the official website
- Logo published on the official Catalogue
- Logo on the "Sponsors of the Artists" panel
- Logo on the Artist name label
- 8 complimentary tickets to the exhibition
- 2 invitations to inauguration ceremony (2 persons each)
- 2 VIP entry badges
- 2 complimentary copies of the official catalogue

5 m space (max 4 sponsors)

- Logo and link published on the official website
- Logo published on the official Catalogue
- Logo on the "Sponsors of the Artists" panel
- Logo on the Artist name label
- 10 complimentary tickets to the exhibition
- 3 invitations to inauguration ceremony (2 persons each)
- 3 VIP entry badges
- 3 complimentary copies of the official catalogue

6 m space (max 6 sponsors)

- Logo and link published on the official website
- Logo published on the official Catalogue
- Logo on the "Sponsors of the Artists" panel
- Logo on the Artist name label
- 12 complimentary tickets to the exhibition
- 4 invitations to inauguration ceremony (2 persons each)
- 4 VIP pass nominativi (ingresso valido per tutti i giorni)
- 4 complimentary copies of the official catalogue

Please write to office@florencebiennale.org if you need more information.



CONTACTS



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