



VODAFONE ITALIA FOR T1

SUPPORT FOR CONTEMPORARY ART AND A TECHNOLOGICAL PARTNERSHIP

An SMS to 340 4399992 for information on opening times, museums and artists

Turin, November 9, 2005 - **Vodafone Italia** collaborates with the City of Turin and the three contemporary art museums, Castello di Rivoli, GAM and Fondazione Sandretto, as partner of "**T1 - Torinotriennale Tremusei**", with the aim of continuing to back cultural projects of major importance promoted and implemented throughout Italy.

Traditionally close to Turin as regards services for the general public, Vodafone Italy now backs the city's commitment to its cultural role as propagator of international contemporary art. The decision to take part in the project corresponds to the Company's cultural vocation, expressed over the years by memorable partnerships such as the collaboration with Palazzo Madama in Turin, the Triennale in Milan, the Complesso del Vittoriano in Rome, the Fenice in Venice and the awarding of the *Premio Guggenheim*, confirming that cultural commitment creates value for the Company and the community.

Vodafone Italia presents all visitors to T1 with a special information service via SMS. The number is **340 4399992**. By sending an SMS (at the cost of a normal message) whose text contains the word "T1", visitors will receive a list of the museums involved in the exhibition. An SMS including the name of the museum they wish to visit followed by the word INFO will provide them with the address and opening times of the museum indicated and the price of the single ticket, whereas an SMS containing the name of the museum followed by the word *ART* will provide them with a list of the artists on display in the museum. All visitors who request one of these services will automatically receive information on collateral events.

In recent years Vodafone Italia has sponsored various exhibitions with the intent, as in this case, of going beyond a traditional company contribution to cultural initiatives in favour of a direct role in the creation of ideas and the backing of high-profile cultural projects. Vodafone has made its technology available to many major art exhibitions, including *Giotto, Kandinski, Monet, Magritte and Miro', Klimt, Kokoschka, Schiele, The Expressionists, The Impressionists, Toulouse-Lautrec* and the exhibition "*Degas. Classico e Moderno*", in the Complesso del Vittoriano in Rome.

Vodafone has shown its continuing interest in cultural themes by backing major events in many Italian cities including the re-opening of the *Teatro Massimo* in Palermo, the opening of the *Politeama* in Catanzaro and the restored *Fenice* in Venice, the exhibitions "*Gli Este a Ferrara*", "*Turner e Venezia*" and "*Caravaggio: l'ultimo tempo 1606 - 1610*" in the National Museum of Capodimonte.