



VODAFONE ITALIA IN MILAN AT THE KANDINSKY EXHIBITION

Technology at the service of art

NEW INITIATIVE FOR THE PUBLIC “YOU CAN BE AN ART CRITIC TOO”.

**MMS AUDIO GUIDE TO “COMPOSITION VII” WITH AN EXCLUSIVE COMMENTARY
BY VITTORIO SGARBI.**

Milan, 27 February 2007 –Vodafone Italia partners Palazzo Reale and the Antonio Mazzotta Foundation in the exhibition “*Kandinsky and abstractionism in Italy 1930 - 1950*” thus promoting yet another top-level cultural project with the aim of going beyond traditional corporate support for a direct commitment to the creation of ideas and initiatives.

As partner of Palazzo Reale and the Antonio Mazzotta Foundation, Vodafone Italia has played an active role in building the event’s promotion plan, contributing ideas and technological innovation, such as the MMS audio guide to “*Composition VII*” with an exclusive commentary by Vittorio Sgarbi. To receive it just send an SMS, at the cost of a normal message, to the number **340 4399 090** containing the text “*Composizione 7*”. Instructions will also be available in the room of Palazzo Reale where the work is on display.

During the exhibition, taking their cue from Sgarbi’s commentary, visitors can choose a work of art and compose a short review, to be sent via SMS to the same number, and thus take part in the initiative “*You can be an art critic too*”. The aim is to build an interactive and dynamic relationship with a public used to the fruition, but not always the active interpretation, of art. Details regarding participation in the initiative will be available on the sites www.vodafone.it and www.kandinskyestrattismo.it and in promotional brochures.

The sites will also publish the most original reviews, all of them judged by a jury of experts. The best will win a cultural trip abroad for two persons offered by the **Sipario Musicale** travel agency, the Italian tour operator specialised in opera tourism and a leader on the international music scene. Other prizes include an art conversation in Milan with Prof. Vittorio Sgarbi, 5 tickets for two persons for the next exhibition organised in Milan by the Antonio Mazzotta Foundation and 3 tickets, also for two persons, to one of the Milan municipal museums.



Vodafone Italia has contributed to create and implement an interactive and dynamic exhibition site, www.kandinskyestrattismo.it, with the intention of respecting the exhibition's cultural content and artistic value while also contributing new elements, such as the possibility of receiving site information via SMS.