



VODAFONE ITALIA PARTNERS “IMPRESSIONISTS, SYMBOLISTS AND THE AVANT-GARDE” EXHIBITION IN COMO

MMS audio-guide with an exclusive introduction by Sergio Gaddi, Head of Municipality of Como’s Department of Culture and organiser of the exhibition.

Information via SMS

Como, 22 March 2007 – For the second consecutive year **Vodafone Italia** is partnering the Municipality of Como and the Department of Culture, this time in the context of the exhibition “**Impressionists, Symbolists and the Avant-garde**”. In the magnificent setting of Villa Olmo, Vodafone Italia is sponsoring a project of great cultural interest, thus promoting yet another top-level cultural project with the aim of going beyond traditional corporate support in order to make a direct commitment to the creation of ideas and initiatives.

As partner of the exhibition, Vodafone Italia is playing an active role in the promotion of the event by contributing ideas and technological innovations, such as the MMS audio-guide with an exclusive introduction by Sergio Gaddi, Head of the Municipality’s Department of Culture and organiser of the exhibition. To receive the guide just send an SMS, at the cost of a normal message, to the number **340 4399 019** containing the text “**Intro**”.

Sergio Gaddi will comment, via MMS, on three other major works on display: *La piazza del Teatro Francese (Place du Theatre Francais)*, *Ritratto di donna (Portrait of a Woman)*, *La cattedrale di Rouen/La cattedrale rosa (Rouen Cathedral)*. To receive the MMS audio-guides just send an SMS to the number **340 4399 019** and write the name of the work of art in the text (for example, “La piazza del Teatro Francese”).

Finally, Vodafone Italia is adding an SMS exhibition information service. Anyone wishing to receive information about the exhibition (opening times, ticket prices, closing days) can register by sending an SMS to **340 4399 019** containing the text “Impressionisti”. On registration, the subscriber can also receive, on request, brief comments on the works of art on display via SMS.