



VODAFONE SUPPORTS CONTEMPORARY ART "FROM SOUTH AMERICA TO SOUTHERN ITALY"

The exhibition will be flanked by the initiative PLAY WITH ART: send your MMS on South America and win one of the 5 3G mobile phones offered as prizes

Naples, 24 January 2008: **Vodafone Italia**, partner of the **KroitniJz Cultural Association**, is supporting the initiative " **Contemporary Art from South America to Southern Italy - Latino Latino**" with the aim of sponsoring major cultural projects promoted and launched throughout Italy.

"We aim to go beyond traditional corporate support and make a direct commitment to the creation of ideas and initiatives", says **Letizia Nassuato**, Head of Communications for **Vodafone Southern Italy**. "On the occasion of the exhibition, held in seven venues, we are launching the initiative **PLAY WITH ART** which offers participants the opportunity to interact with the multiple expressions of contemporary art by sending an MMS with photographs or images representing South America to the number **340 4399439**. The MMS we receive will be published online in the www.vodafone.it site and voted by all visitors to the dedicated space – those who get most votes will win a latest generation mobile phone".

Vodafone's commitment to cultural initiatives creates value for both the company and the community. In recognition of its role, in May 2007 Vodafone Italia was awarded the **Enterprise and Culture Prize** in the **European Commission Italian Representative** category for its reclamation project of the ex-Olivetti industrial complex in Ivrea. Vodafone Italia was chosen among 138 candidates as the European company most committed to cultural projects in Italy over the past year.

Also in 2007, Vodafone's close ties with the world of culture and art led to the organisation of the contemporary art exhibition **Mobile Journey**, among the collateral events at the 2007 Venice Biennial, resulting from the collaboration between visual artists and university researchers at the Venice International University.

Vodafone's interest in cultural issues is also testified by its support for the exhibition recently concluded in Naples, "**Homage at Capodimonte, from Rembrandt to Picasso**" and major restoration projects carried out in the past, such as the restoration of the **Parthenope** sculpture, returned to its original position on the facade of the **San Carlo Theatre in Naples**, the reopening of the **Teatro Massimo in Palermo** and the reopening of the **Politeama in Catanzaro**.