

## VODAFONE FOR ART

### “TITIAN and the court portrait from Raphael to Carracci”

National Capodimonte Museum  
25 March – 4 June 2006

Naples, 24 March 2006 - **Vodafone Italia** has decided to include the prestigious new Exhibition, “*Titian and the court portrait, from Raphael to Carracci*”, which is putting the works of one of the greatest masters in the history of art on show for the first time, among the projects sponsored as part of its backing for high-profile cultural events organised throughout Italy.

In 2001 Vodafone was awarded the *Guggenheim Prize*, thus confirming that its continuation of Omnitel's commitment to supporting cultural initiatives creates value for the company and the entire community.

Omnitel's first major project aimed at spreading artistic and cultural content dates back to 1998 when *OmniArte* was created, a technological platform that enabled customers to use their mobile phones to listen to descriptions of major Italian monuments and tourist sites. A portion of the proceeds from the calls was set aside for the Cultural Heritage Ministry, with the aim of boosting the funds available to pay for restoration work. The project's highly innovative nature and its contribution to the restoration of artworks led it to be granted the High Patronage of the European Union.

In continuing the tradition started by Omnitel, **Vodafone Italia** has over the years sponsored a range of exhibitions with the aim of going beyond the usual corporate funding for artistic events, by playing a direct role in the conception and financing of innovative art projects of considerable cultural value. These have included exhibitions focusing on: Giotto, Kandinski, Monet, Magritte and Miro', Klimt, Kokoschka, Schiele, the Expressionists and Impressionists, Toulouse-Lautrec and Paul Klee.

The Company's commitment to culture has also seen it support important events in many Italian cities, including the reopening of Palermo's Teatro Massimo, and the inauguration of a new theatre in Catanzaro and of the recently restored Fenice in Venice. It has also sponsored exhibitions such as “The Este family in Ferrara”, “Degas, Classic and Modern”, organised at Rome's Vittoriano Complex, and “Caravaggio: the final years 1606-1610”, which was also on show at Naples' Capodimonte Museum. The latest event to be sponsored will be on show at the Quirinale Stables in Rome until 25 June 2006: “Antonello da Messina”.

Vodafone Italia's involvement in and support for these various cultural projects has seen the Company exploit its capabilities to the full in order to bring culture closer to society.