



# FOND AZIONE ALTA— GAMMIA



ALTAGAMMA  
CREATIVITÀ E CULTURA ITALIANA

# CULT— URE AND CREA— TIVITY





# Fondazione Altagamma

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SINCE 1992, ALTAGAMMA GATHERS HIGH-END ITALIAN CULTURAL AND CREATIVE COMPANIES, RECOGNIZED GLOBALLY AS AUTHENTIC AMBASSADORS OF ITALIAN STYLE.

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The Altagamma MEMBERS operate in multiple sectors among which fashion, design, jewellery, food, hospitality, automotive, yachts, and wellness.

The MISSION of Altagamma is to increase the competitiveness of the high-end industry, contributing to Italy's economic growth.

Its VISION, as an ambassador to the world of the Italian lifestyle, is to be a creative and cultural

ecosystem that is the most important accelerator of Made in Italy products.

Since 2017 the HEADQUARTERS of Fondazione Altagamma are located in Via Montenapoleone 9, in Milan, a city that has been for decades a catalyst for the development of innovative enterprise throughout Italy.



A detailed photograph of a crystal glass being formed in a mold. The glass is clear and has a faceted design. It is surrounded by a complex metal mold structure with various holes and components. Red and black cables are visible on the left side. The text 'ITALIAN LUXURY' is overlaid in a red serif font on the right side of the image.

ITA—  
LIAN  
—LUX  
URY—

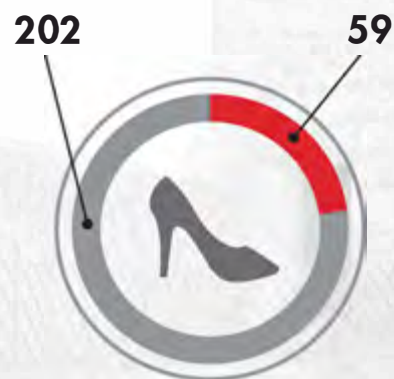


# Italian Luxury

ALTAGAMMA BUSINESSES PLAY A LEADING ROLE  
IN A MARKET SEGMENT THAT CONTINUES TO GROW  
ALL OVER THE WORLD.

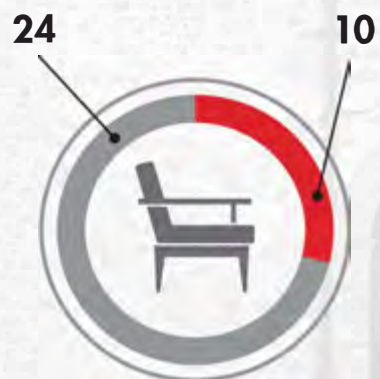
Total worldwide consumption of luxury goods: 1.161 billion euro  
Market share of Italian brands: 9%

Source: Fondazione Altagamma / Bain&Company, 2017



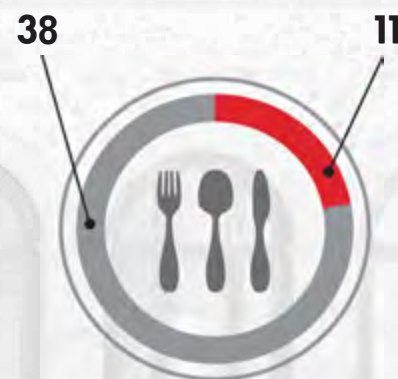
## PERSONAL LUXURY GOODS

(Billion Euros)  
Share of Italian Brands: 23%



## DESIGN FURNITURE

(Billion Euros)  
Share of Italian Brands: 30%



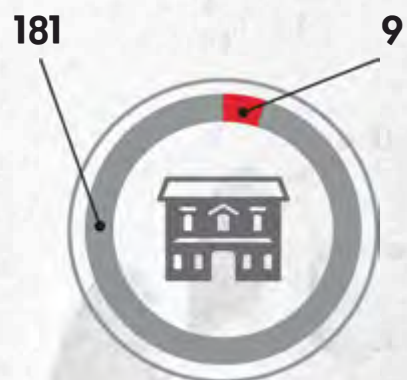
## FOOD & BEVERAGE

(Billion Euros)  
Share of Italian Brands: 22%



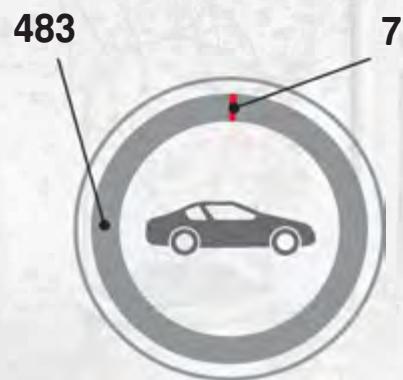
## WINES & LIQUORS

(Billion Euros)  
Share of Italian Brands: 9%



## HOSPITALITY

(Billion Euros)  
Share of Italian Brands: 5%



## CARS

(Billion Euros)  
Share of Italian Brands: 1%



## YACHTS

(Billion Euros)  
Share of Italian Brands: 9%



**01/THE AESTHETIC VOCATION**

Style, Design, An Appreciation for Beauty, Elegance.

**04/SOCIAL QUALITIES**

Sense of community spirit,  
Family businesses,  
Manufacturing districts

**03/CULTURAL AND ARTISTIC HERITAGE**

The Relationship with the past,  
The importance of roots, Identity,  
Sense of belonging to the community.

**02/ARTISANAL QUALITY**

Manual skill, an Eye for detail, the Passing  
on of manufacturing expertise,  
Creative craftsmanship that is never repetitive.

**05/RELATIONAL QUALITIES**

Relational qualities.  
The ability to construct  
empathic relationships,  
Welcoming, Warmth,  
Hospitality, Conviviality.

**07/OVERALL QUALITY OF LIFE**

Italians "know how to live",  
More relaxed rhythms,  
Simple everyday pleasures,  
Sense of lightness and authenticity.

**06/ VARIETY MULTIPLICITY**

The richness of nature,  
culture, production.  
Variety of cultures,  
styles, tastes.

**08/CREATIVITY**

Flair, Talent, Passion, Curiosity,  
Flexibility, Ingenuity.

## The 8 Distinctive Features of Italian Quality

THE STYLISTIC AND CREATIVE EXCELLENCE OF ITALIAN LUXURY BRANDS, AND THEIR SUCCESS ACROSS THE WORLD, IS UNDERPINNED BY A SERIES OF QUALITIES THAT ARE TRADITIONALLY ASSOCIATED WITH THE COUNTRY AND THE ITALIAN PEOPLE, AND UNIVERSALLY RECOGNISED ALL OVER THE GLOBE. THIS MEANS THAT, IN ADDITION TO THE SPECIFIC CACHET OF EACH INDIVIDUAL BUSINESS AND BRAND, ITALIAN PRODUCTS ALWAYS POSSESS AN ADDED VALUE THAT DERIVES FROM THE VERY 'ITALIAN-NESS' OF THE BRAND.

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# 01/Business Development

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THE FOUNDATION CARRIES OUT A BROAD RANGE OF ACTIVITIES TO STRENGTHEN THE COMPETITIVENESS OF BUSINESSES: FROM KNOWLEDGE OF THE MARKETS TO RELATIONS WITH INSTITUTIONS, FROM NETWORKING ACTIVITIES TO THOSE DEDICATED TO SPECIFIC INDUSTRY ISSUES.





## STUDIES AND RESEARCH

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Altagamma is the global point of reference when it comes to understanding the luxury market. Every year the Foundation carries out 8 research projects together with the most authoritative international partners. Also including high-profile panel sessions, the study presentations have become highly-anticipated events among the media and the business community. The luxury markets are analysed in terms of both supply and demand.

- **ALTAGAMMA WORLDWIDE MARKET MONITOR:**  
Worldwide Luxury Consumption, with **BAIN&CO.**
- **ALTAGAMMA HIGH END DESIGN MONITOR:**  
Worldwide Consumption of High End design furniture, with **BAIN&CO.**
- **TRUE GLOBAL LUXURY CONSUMER INSIGHT:**  
the global luxury consumer, with **BOSTON CONSULTING GROUP.**

- **DIGITAL LUXURY EXPERIENCE:**  
the digital behaviour of consumers and online performances, with **MCKINSEY & COMPANY.**
- **ALTAGAMMA RETAIL EVOLUTION:**  
the evolution of luxury retail, with **EXANE BNP PARIBAS.**
- **TAX FREE CONSUMPTION IN THE EUROPEAN UNION:**  
Tax Free consumption in the European Union, with **GLOBAL BLUE.**
- **ALTAGAMMA CONSENSUS:**  
forecasts on luxury market trends, carried out by the Altagamma Foundation.
- **BOATING MARKET INSIGHT:**  
global recreational boating market, with **DELOITTE**
- **ALTAGAMMA TOP WINES STUDY:**  
global consumption and growth dynamics for top wines producers



## INSTITUTIONAL RELATIONS

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Altagamma represents, protects and promotes the interests of its member companies also through its interaction with both national and international Institutions.

More specifically, these relations focus on the issues of:

- **INTELLECTUAL PROPERTY**
- **INDUSTRIAL POLICY**
- **COMMERCIAL POLICY AND SELECTIVE DISTRIBUTION**
- **INTERNATIONAL MARKETS ACCESS**
- **GOVERNANCE OF THE INTERNET**
- **TAX REGULATION**
- **EDUCATION**

At a national level Altagamma conducts relations with government institutions and local authorities with regard to issues and legislation relating to the domestic and European market and to industry regulations and training. Outside Europe, Altagamma continues to work with institutions to reduce duties and non-tariff barriers and to combat parallel imports.

**ECCIA:** Altagamma is a promoter and founding member of the *European Cultural and Creative Industries Alliance (ECCIA)*, the body that represents European luxury businesses which, in addition to *Altagamma*, is composed of *Comité Colbert* (France), *Walpole* (UK), *Meisterkreis* (Germany) and *Circulo Fortuny* (Spain). On 26 September

2012 the European Commission recognised the cultural and creative value of European luxury businesses as well the industry's original and far-reaching business model. Such businesses were acknowledged as key contributors to European competitiveness in the world and economic and social growth in Europe.





## NETWORKING

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The Altagamma Foundation is also a meeting place and forum for its members, resulting in a network of contacts and relations that foster the development of concrete business opportunities. Another distinctive feature of the Foundation is its valuable network of international contacts: the **ALTAGAMMA HONORARY COUNCIL** gathers international partners of Altagamma Companies and other organizations contributing to promote Italian

lifestyle worldwide. Together with the Italian Companies they create a one-of-a-kind network of more than 200 key players of the luxury industry. The Altagamma Honorary Council also includes the Ambassadors of Italian Excellence, (world famous designers, artists, chefs), the Altagamma Territories, iconic touristic destinations and some of the most important Italian Cultural and Artistic Institutions.

## 02/Business Culture

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THE GROWTH OF COMPETITIVENESS OF THE ITALIAN CULTURAL AND CREATIVE INDUSTRY REQUIRES CONTINUOUS INSIGHTS IN THE AREA OF THE BUSINESS CULTURE. ALTAGAMMA OFFERS ITS SUPPORT TO ENTREPRENEURS, MANAGERS AND WORKERS.



## ENTREPRENEURS

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Through various forms of counselling and think tanks, Altagamma provides support on these issues and helps business owners, both individually and collectively, to understand the social and economic dynamics of the luxury sector and to refine their business strategies.

## MANAGERS

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For over a decade Altagamma has worked very closely with SDA Bocconi University to train managers that are able to manage a world of intangible values in a symbolic economy, reconciling innovation with the need to preserve one's identity. The MASTER IN FASHION, EXPERIENCE & DESIGN MANAGEMENT (MAFED), the leading course of its type in the world, and the MASTER

IN MANAGEMENT IN FOOD AND BEVERAGE shape professionals that are able to balance general management techniques and skills with the promotion of intangible elements. In September 2015 the MASTER IN ARTS MANAGEMENT AND ADMINISTRATION kick off, in collaboration with several artistic and cultural partners and institutions.

## WORKERS

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The legacy of artisanal expertise, passed down through the generations, is a gift that Italy has a duty to preserve and promote. Manual expertise is the lifeblood of the Italian luxury industry, a key component in its supply chain. As such, promoting manual labour is one of Altagamma's goals. Since 2016 Altagamma, cooperating with Altagamma Companies HR managers,

is committed in a project focused on the Talent Education, including a mapping of both the skills required by Altagamma companies and the existing educational programs in schools and companies. The goal is the creation of an Altagamma educational program, specifically focused on the soft skills shared by the different sectors of the High-End industry.





## 03/Promotion of the Altagamma System

LUXURY COMPANIES MAKE A SIGNIFICANT CONTRIBUTION TO THE POSITIVE IMAGE OF ITALY AS A COUNTRY THAT OFFERS BEAUTIFUL, HIGH QUALITY AND WELL-CRAFTED PRODUCTS, AND ARE FUNDAMENTAL FOR BOTH THE ITALIAN ECONOMY AND SOCIETY IN GENERAL.

### luxury contribution to Italian economy and society

	Luxury	Other segments	
Contribution to employment * (average number of employees per company)	234	15	Greater contribution to employment
Contribution to exports (percentage of turnover generated overseas)	49%	27%	Greater tendency to export
Investment (relationship between investments and turnover)	7.67%	4.45%	Greater inclination towards investment and growth
Tax contribution (average value of taxes paid)	1.8 million euro	40,000 euro	Greater tax revenues

Source: The Altagamma Foundation/ CRESV

\*The Italian luxury sector employs around 500.000 people, directly and indirectly





## 25 YEARS OF ITALIAN EXCELLENCE

In 2017 Altagamma celebrated its 25<sup>th</sup> anniversary, moving its offices in the very centre of the city and renewing its image identity, with the new logo and the claim "Italian Creativity and Culture".

In September the "Culture and Creativity" photographic exhibition in Via Montenapoleone gave a glimpse into traditional craftsmanship, aesthetic and product innovation, the relationship with the terroir and Italian lifestyle. Twenty iconic images of the Altagamma Brands composed a multifaceted mosaic on the Italian Cultural and Creativity Industry and showed the different souls of Altagamma.

In the same days, the video mapping project *From the Workshop to the Showcase*, the *Cinema of Arts&Crafts* took place: the buildings along Via Montenapoleone turned into giant projection walls on which each night the stories of the Arts and Crafts that have made, and still make, the history of Italy's world-class manufacturing came to life. The project was part of the MILANO XL program, promoted by the Ministry of Economic Development.

## ALTAGAMMA. ITALIAN CREATIVITY AND CULTURE

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Italy's high-end companies have a time-honoured elective affinity and a virtuous relationship with the country's artistic and cultural heritage: they are inspired by it, they perpetuate it with products that have high levels of cultural content and they support it with targeted initiatives. Celebrating its first 25 years, with this book the Altagamma Foundation is encapsulating the various projects

with which its member companies continually reinforce their links with Italy's cultural and artistic patrimony. Art collections, patronage, sponsorships, corporate museums and master craftsmanship: *Italian Creativity and Culture* offers a snapshot of the extraordinary collective contribution that the Altagamma members have made to the country's cultural richness.







## Altagamma Italian Experiences

*by IC Bellagio*

### ALTAGAMMA ITALIAN EXPERIENCES

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Tourism is a pivotal asset for Italy, both in economic and symbolic terms. In order to contribute to enhance high-end international tourism, in 2107 the Foundation launched the Altagamma Italian Experiences, offering exclusive behind-the-scenes access to major Italian brands. Created in collaboration with IC Bellagio, the Experiences aim to present the Italian brands as tourist destinations in their own right, being these brands recognized worldwide as icons of excellence, creativity, craftsmanship and customer service. The unique and

extraordinary Italian itineraries offered by IC Bellagio are enriched with unique and exclusive experiences connected with the Altagamma companies. Examples include: visits to ateliers, design houses, workshops, company headquarters, wine-tasting at world-renowned canteens, meetings with entrepreneurs and owners.

[www.htagammaitalianexperiences.com](http://www.htagammaitalianexperiences.com)





# PREMIO GIOVANI IMPRESE

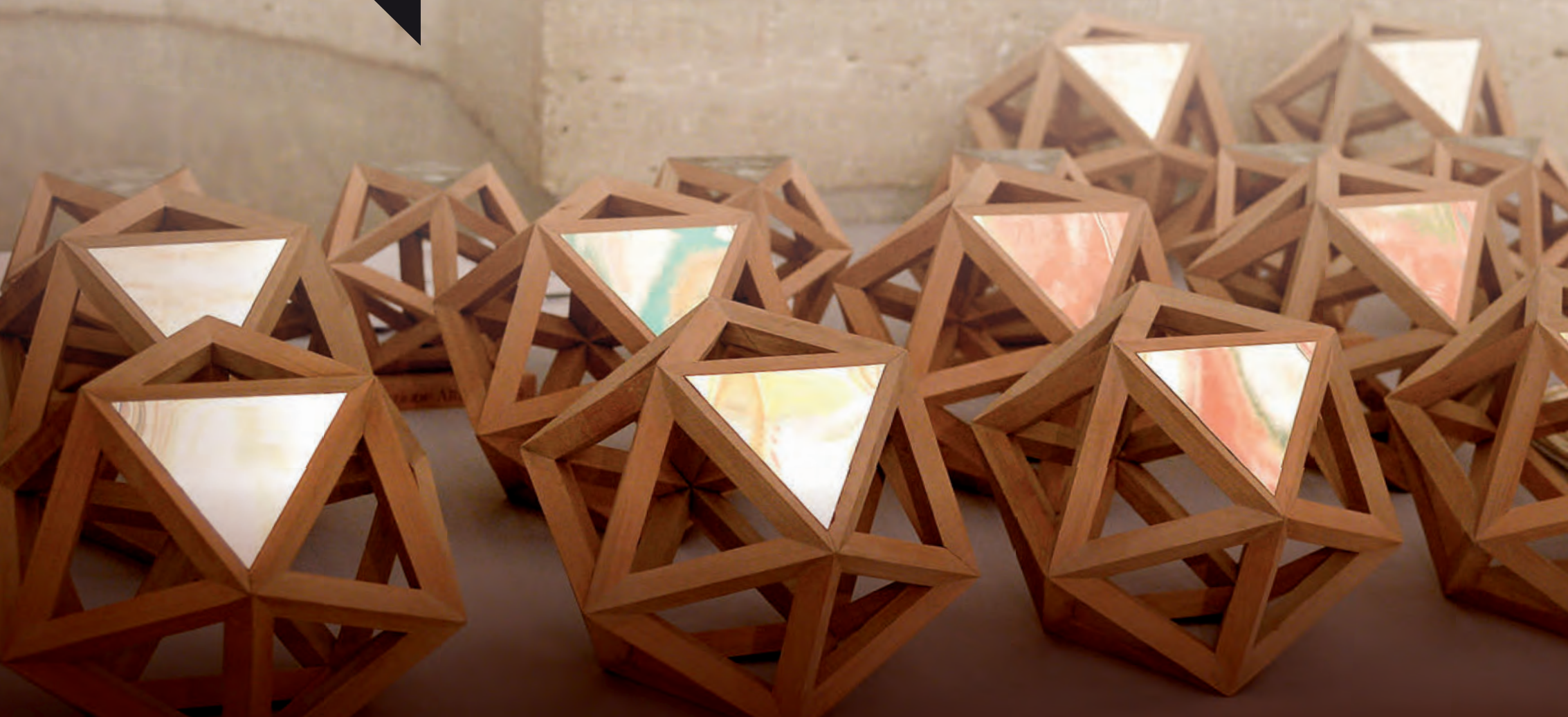
believing  
in the future

## BELIEVING IN THE FUTURE

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Consistently with the mission of increasing the competitiveness of the Italian Cultural and Creative Industry contributing to Italy's economic and social growth, Altagamma launched the Emerging Brands Award – Believing in the future in 2015, aimed to support emerging Italian companies in the fashion, jewellery, design, hotel, food&beverage and automotive sectors, as well as digital businesses that operate in these areas.

The Award was organised in association with Borsa Italiana, Maserati and SDA Bocconi, and with the participation of L'Uomo Vogue. Altagamma offers the winners Free membership in the Honorary Members category and a tailor-made mentoring programme consisting of a series of meetings organised in member company sites.







# —REC ENT— ACTI VITI ES—





## 2015 NAUTICA ITALIANA ASSOCIATION

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The best of Italian Nautical sector was gathered in a new association, Nautica Italiana, affiliated with Allagamma and sharing the same positioning and the specific focus on the international markets. The association NAUTICA ITALIANA aims to bring together top firms from the entire sector to draw up a strategy for the development of the nautical industry. In May 2017 the first edition of the Versilia Yachting Rendez Vous took place in Viareggio. A new international event dedicated to the high end yachting and lifestyle industry.

## 2015 PANORAMA: AN IMMERSION INTO THE ITALIAN BEAUTY

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In occasion of EXPO2015, Allagamma gave birth to Panorama, a 360° video-installation, located in the innovative Piazza Gae Aulenti in Milan, that narrates Italian uniqueness in 15 minutes. Panorama is an extraordinary story of beauty and Italian excellence: highlighting the strong link between nature, culture and

craftsmanship, it shows how Italian excellence is well established in the savoir-faire and cultural heritage that Italy has created over 3000 years of history.

In 2016 Panorama moved to New York, in Grand Central Terminal, and then to Shanghai, during the local edition of Salone del Mobile.Milano.

## 2013 LARTE

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A perfect example of an inter-industry synergy and the fusion of the creative industry with the world of art and culture, LARTE is a concept restaurant developed at Allagamma and located in the centre of Milan where each detail is inspired by the crème de la crème of the Italian lifestyle.

Under the creative direction of Davide Rampello, Larte is, at the same time, a cafe, chocolate shop, a 'hosteria' – in the original sense of a place "that hosts people" - a restaurant and gallery.



## 2012 MOSTRA ALTAGAMMA ITALIAN CONTEMPORARY EXCELLENCE

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To mark its twenty-year anniversary, Altagama developed a joint representation of the values and symbols that characterise Italian luxury using a high-impact format of great cultural value. Altagama Italian Contemporary Excellence is a collection of snapshots taken by ten young Italian photo journalists, coordinated by the Contrasto agency, whose impartial and non-didactic perspectives were entrusted with the task of providing us with an original vision of Italian excellence.

The photos create a unique mosaic that promotes the “beautiful, high quality and well-crafted” products of Italian luxury businesses. Coordinated by Cristina Morozzi, the project produced a photo book, published by Rizzoli and Rizzoli International, and also inspired a travelling exhibition, which opened at the Triennale di Milano in December 2012 and continued at the Shanghai Italian Center from 29 April 2013.

## 2011 IL SUCCESSO NELLE MANI

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The Altagama Foundation is involved in a project to promote manual labour, “The Success in Your Hand”. Aimed particularly at lower secondary school students and their parents, the project seeks to encourage them to consider pursuing a technical/professional career. In association with the Milan Centro Sperimentale di Cinematografia, a film was made to illustrate and promote manual work with the aim of encouraging

children to pursue this path. The film includes appearances by a series of Altagama entrepreneurs (Gianmaria Buccellati, Vittorio Moretti, Ottavio Missoni, Carlo Riva) and other talented professionals from other companies (Paolo Dazzara of illycaffè, Clemente Olivadoti of Bulgari, Federica Giorgi of Gucci, Francesco Rodriguez of Flos) whose success has been built on manual expertise.

## 2009 “BELLA E POSSIBILE” (SKIRA)

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In 2009 Altagama embarked on a project to promote the image of Italy in the world, leading to the publication of the book “Bella e Possibile” (Beautiful and Possible) by Skira.

A study group made up of qualified professionals from different fields analysed the perception of Italy’s image overseas, examining its strengths and weaknesses, and suggesting guidelines for the effective promotion of the Italy “brand”.





# ALTA— GAMMA MEM —BER SHIP—





## STRUCTURE

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**Chairman** Andrea Illy

**Founder Chairman** Santo Versace

**Honorary Chairman** Leonardo Ferragamo

**Deputy Chairman** Paolo Zegna

**Vice Chairmen** Armando Branchini  
Giuseppe Fontana  
Matteo Lunelli  
Claudio Luti  
Laudomia Pucci  
Lamberto Tacoli

**Members of the board** Nerio Alessandri  
Stefano Alessi  
Rossella Bisazza  
Marco Bizzarri  
Francesca Bortolotto Possati  
Maria Cristina Buccellati  
Brunello Cucinelli  
Claudio Domenicali  
Giovanni Geddes da Filicaja  
Aldo Melpignano  
Carmen Moretti  
Giuseppe Prezioso  
Dario Rinero  
Gabriella Scarpa  
Giovanna Vitelli

Alfredo Altavilla  
Fabio Boschi  
Carlotta De Bevilacqua  
Stefano Domenicali

**General Manager** Stefania Lazzaroni

**Events & special projects** Elena Besana

**Communication and Press Office** Edoardo Carloni

**Events** Ilaria Confalonieri

**Executive Assistant** Sonia Sbolzani

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**ALTAGAMMA**  
CREATIVITÀ E CULTURA ITALIANA



## ALTAGAMMA MEMBERSHIP

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The Altagamma **MEMBERS** are businesses positioned at the highest end of the market that provide products or services for people or for the home with a recognised brand at an international level. Their business management and products represent the epitome of the Italian culture and style. The Altagamma **PARTNERS** are Italian and international businesses or people that have a close relationship with the luxury industry, that share in the principles and goals of the Altagamma Foundation, supporting it in a concrete manner and actively participating in all of its activities or in specific projects. Membership fees are established according to turnover. New Altagamma businesses are co-opted into the Foundation following recommendations by two or more members and a subsequent vote by the Board of Directors and during the General Assembly Meeting. The tangible and intangible **ADVANTAGES** of membership:

- Members belong to an elite group of Italian luxury businesses.
- Support, on an individual basis, in various areas: tax regulations, industrial property, selective distribution, internet governance, access to markets.
- Access to the most authoritative studies on the industry via the reserved area of the website.
- Business support for associate companies by representing their interests to the competent authorities
- Identification of specific business opportunities.
- International networking with Honorary Members and ECCIA
- Relations with entrepreneurs and top managers from the Italian and international luxury sector with group and individual meetings.
- Periodic meetings of industry work groups.
- Periodic meetings to define collective communications projects and co-marketing opportunities between individual businesses.
- Access to a daily national and international press review of the luxury industry.
- Participation in meetings of the Strategic Council.
- Speaker opportunities at Altagamma events
- Visibility through the Foundation's events and communication activities.



## HONORARY MEMBERS

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### INTERNATIONALS

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Al Ostoura, Kuwait  
Al Rubaiyat, Arabia Saudita  
Al Tayer Group, EAU  
American Express Company, USA  
Ass. Dimore Storiche Italiane, Italia  
Babochka, Russia  
Banyan Tree Group, Singapore  
Barneys New York, USA  
Bergdorf Goodman, USA  
Beymen Holding, Turchia  
Bloomingdale, USA  
Bosco Di Ciliegi, Russia  
Brunschwig, Svizzera  
Carluccio's, GB  
Carouzs, Grecia  
Central Department Store, Tailandia  
Central Saint Martins College, GB  
Chalhoub Group, EAU  
Cii, India  
Cinmar Lighting, EAU  
Club 21, Singapore  
Conde' Nast International, GB  
Conde' Nast Publications, USA  
Conde' Nast Verlag, Germania  
Daimaru, Giappone  
David Jones, Australia  
Deloudis, Grecia  
El Corte Ingles, Spagna  
Euro Food, GB  
Fashion Club 70, Belgio  
Ficci, India  
Gruppo Ristoratori Italiani, USA  
Hang Lung Group, Hong Kong  
Harrod's, GB  
Harry Rosen, Canada  
Harvey Nichols, GB  
Hearst Magazines, USA  
Hindustan Times, India  
House Of Fraser, GB  
Iguatemi, Brasile  
Imaco, Russia  
Imaginex Holdings, Hong Kong  
Inform Interiors, Canada  
Interdesign, Cile  
Interior Design Magazine, USA  
Isetan, Giappone  
Jamilo Zao, Russia  
Jhsf, Brasile  
Kadewe, Germania  
Kafea, Grecia  
Kenzo Tange Associates, Giappone  
Kurt Geiger, GB  
La Galerie Semaan, Libano  
Le Bon Marché, Francia  
Li&fung, Hong Kong  
Lotte Dept. Store, Corea Del Sud  
Louis Boston, USA  
Lumina Aydinlatma, Turchia  
Luminaire, USA  
Mafaital Luxury, India  
Mahagaya Perdana, Indonesia  
Meliun, Malesia  
Mercury Distribution, Russia  
Meubles Et Fonctions, Francia  
Ministry Of Commerce And Industry, India  
Mitchells/richards, USA  
Mitsui, Giappone  
Mitsukoshi, Giappone  
Mohit Diamonds, India  
Neiman Marcus, USA  
Nordstrom, USA  
Ogaan Publications, India  
Oger, Olanda  
Paris Gallery, EAU  
Peek&cloppenburg, Germania  
Printemps, Francia

Rainbow Group, Macao  
Rsh, Singapore  
Royal College Of Art, GB  
Rustan Group, Filippine  
Saks Fifth Avenue, USA  
Sanki Shoji, Giappone  
Santa Eulalia, Spagna  
Sanyo Shokai, Giappone  
Sarika Rodrik, Cile  
Selfridges, GB  
Space Furniture, Australia  
Sun Motoyama, Giappone  
Takashimaya, Giappone  
Tate Modern, GB  
Tange, Giappone  
The Hour Glass, Singapore  
The Link, Singapore  
The Oberoi Group, India  
The Wadia Group, India  
Tianhong, Cina  
Tony Salame Group, Libano  
Uae Trading Establishment, EAU  
Verve, India  
Villa Moda, Kuwait  
Visa International, USA  
Weinland Arian Abayan, Germania  
Yamagiwa, Giappone

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### ITALIAN AMBASSADORS

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Eleonora Abbagnato  
Massimiliano Alajmo  
Piero Bassetti  
Mario Bellini  
Andrea Berton  
Andrea Bocelli  
Massimo Bottura  
Francesco Cera

Antonio Citterio  
Claudio Costamagna  
Carlo Cracco  
Michele De Lucchi  
Gillo Dorfles  
Massimiliano Fuksas  
Ludovico Einaudi  
Giochetto Giugiario  
Piero Lissoni  
Gualtiero Marchesi  
Alessandro Mendini  
Mauro Micheli  
Davide Oldani  
Mario Pedol  
Fulvio Pierangelini  
Michelangelo Pistoletto  
Stefano Righini  
Niko Romito  
Davide Scabin  
Franca Sozzani  
Giovanni Zuccan

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### ALTAGAMMA TERRITORIES

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MonteNapoleone District  
Consorzio Cortina Turismo  
Consorzio Costa Smeralda  
Fondazione Capri

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### CULTURAL INSTITUTIONS

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La Biennale di Venezia  
Gallerie Degli Uffizi  
La Triennale di Milano  
MART  
MAXXI  
Pinacoteca di Brera  
Teatro Alla Scala

## MEMBERS

FASHION	DESIGN FURNITURE	FOOD & WINS	HOSPITALITY	CARS - MOTORBIKES	YACHTS	HARD LUXURY	OTHERS
Agnona	Alessi	Agrimontana	L'Albereta	Alfa Romeo	Amico&Co	Aurora	Acqua Di Parma
Alberta Ferretti	Alias	Allegriani	L'Andana	Ducati	Arcadia Yachts	Buccellati	Sigaro Toscano
Bottega Veneta	Artemide	Baratti & Milano	Bauer Hotels	Ferrari	Baglietto	Bulgari	Moleskine
Brioni	B&B Italia	Bellavista	Bellevue Syrene	Lamborghini	Benetti	Chantecler	Skira
Brunello Cucinelli	Bisazza	Biondi Santi	Belmond Hotel Splendido	Maserati	Cantiere Delle Marche	Vhernier	Technogym
Corneliani	Boffi	Castello di Montepò	Bulgari Hotel Milano		Cantieri Navali del Mediterraneo		
Emilio Pucci	Danese	Ca' Del Bosco	Capri Palace Hotel & Spa		Perini Navi		
Ermenegildo Zegna	Driade	Calvisius Caviar	Cristallo Hotel & Spa		Riva		
Etno	Fantini	Domori	Hotel de Russie				
Fedeli Cashmere	Fontanaarte	Ferrari Trento	Hotel Principe di Savoia				
Fendi	Giorgetti	Domori	Lungarno Collection				
Gucci	Kartell	Feudi Di San Gregorio	Masseria San Domenico				
Herno	Living Divani	Illycaffè	San Maurizio 1619				
Isaia	Moroso	Livio Felluga	Town House Galleria				
Loro Piana	Poltrona Frau	Luce Della Vite	Verdura Resort				
Max Mara	Porro	Masi	Villa d'Este				
Rene Caovilla	Zanotta	Mastrojanni					
Salvatore Ferragamo		Nonino					
Sergio Rossi		Ornellaia					
Stone Island		Sanpellegrino					
Tod's		Segnana					
Valentino							
Versace							

## PARTNERS

Bain&Company  
Boston Consulting Group  
BonelliErede  
Borsa Italiana  
Contactlab  
Deloitte

EY  
Fiera Milano  
Global Blue  
J.P. Morgan  
Key2people  
LaRinascente

McArthurGlen  
McKinsey&Company  
Pirelli  
Robilant Associati  
SDA Bocconi  
SIB - Società Italiana Brevetti

Simest  
Unicredit  
Value Retail  
Yoox Net-A-Porter Group





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