

THE SEVEN WINNERS OF THE 2016 BELIEVING IN THE FUTURE AWARD

Benedetta Bruziches, MORE, Delfina Delettrez, Frantoio Muraglia, LOVETHESIGN, Evo Yachts and Venissa the winners of the second edition of the Altagamma Foundation award.

Milan, 15 December 2016 – The second edition of the “*Believing in the Future*” Award, developed and promoted by **Altagamma** to support emerging Italian cultural and creative businesses in the various sectors represented by the Foundation, **has announced its winners for 2016**. The Award is organised in association with **Borsa Italiana, Maserati and SDA Bocconi**, and with the participation of **L’Uomo Vogue**.

The winners in the 7 categories were:

Fashion: BENEDETTA BRUZZICHES

Benedetta produces special and precious bags in the Viterbo area, reviving artisan traditions and combining sustainability, research and innovation. www.benedettabruzziches.com

Design: MORE

Founded by Valentina Moretti, MORE proposes a new approach to living with a collection of made-to-measure houses, developed from architectural concepts and constructed in just 8 weeks. www.morettimore.it

Jewellery: DELFINA DELETTREZ

A designer and jeweller based in Rome, Delfina’s work stands out for its extensive research into materials, original use of figurative surrealism and natural iconography. www.delfinadelettrez.com

Food: FRANTOIO MURAGLIA

Frantoio Muraglia produces extra virgin olive oil in Puglia with an emphasis on innovation that has seen it invent original products such as **FUMO**, a naturally smoked oil. www.frantoiomuraglia.it

Digital: LOVETHESIGN

Founded in 2012, this is the first online home design boutique. It proposes a prestigious selection of products, new ideas and design icons, is an ambassador for Italian style all over Europe and has a community of two million design lovers. www.lovetheesign.com

Transport: EVO YACHTS

In 2015 Evo Yachts created Evo 43’, a revolutionary product that combines design, comfort and form with an innovative system that is able to increase the amount of usable space in less than 30 seconds. www.evoyachts.com

Hospitality: VENISSA

The perfect example of a “walled vineyard”, the Venissa Estate is located on the island of Mazzorbo in Venice. Venissa is a vineyard (its native grape is the Dorona di Venezia), a restaurant

(1 Michelin star) and a Wine Resort with 19 rooms. www.venissa.it

Texts and images related to the winning companies can be downloaded AT THIS [LINK](#).

In line with Altgamma's mission of increasing the competitiveness of the Italian luxury cultural and creative industries and the Italian economy, the Emerging Brands Award also aims to contribute to safeguarding Italy's leading position in the global luxury market in which it holds a 10% share, with peaks of 25% in personal products and food, and 30% in design.

Unique in terms of its across-the-board approach, Altgamma intends to support emerging brands that demonstrate the appropriate entrepreneurial and creative qualities with a shadowing and mentorship programme.

In this sense, the choice of the winners is based on an assessment of the qualities of their products and services, as well as their medium- and long-term growth potential.

With this in mind, the second edition of the award involved the creation of an **ADVISORY BOARD** made up of high-profile professionals and personalities from the various sectors who evaluated the candidates, firstly selecting the 21 finalists and subsequently, with the contribution of all of the partners, the winners. An Advisory Board diversified in terms of area of expertise and approach, comprising *Davide Paolini* (food journalist), *Antonio Cristaudo* (Pittimmagine), *Stefania Lazzaroni* (Altgamma Foundation), *Piero Lissoni* (designer), *Sara Maino* (Vogue Italia), *Cristina Morozzi* (Istituto Marangoni Design), *Walter De Silva* (designer), *Ettore Mocchetti* (Traveller) and *Luca Martines* (Yoox Net-à-Porter Group).

The 7 winners were then announced by a **JURY** made up of Andrea Illy and the entire Altgamma Foundation Board, as well as the Project partners: Franca Sozzani, Editor of L'Uomo Vogue and Vogue Italia, Raffaele Jerusalemi, CEO of Borsa Italiana, Reid Bigland, CEO of Maserati, and Giuseppe Soda, Dean of SDA Bocconi.

The Altgamma Foundation will offer the winners **free membership for a year and a tailor-made mentorship programme** consisting of a series of meetings organised on member company sites to be held in 2017. Borsa Italiana will offer a **training course as part of the ELITE programme** and the chance to arouse the possible interest of international investors.

Maserati will reward the winner of the "Transport" category with a **training course in various company departments**, organised according to the background and requirements of the winner, in order to better familiarise them with the dynamics of an exclusive brand on the international automotive panorama.

Finally, SDA Bocconi will offer the winners a **day of executive management training**.

Stefania Lazzaroni, General Manager of the Altgamma Foundation and coordinator of the Award Advisory Board, commented: *"With the second edition of the Award, we continue to support some of the most promising up-and-coming Italian companies. We are convinced that the mentorship and the relationship established between excellent brands and new businesses can also strengthen that ability to work together and learn from one another that is so important for the country."*