

ALTAGAMMA BRINGS THE BEAUTY OF ITALY TO CHINA

The video installation Panorama is being presented at the International Consumer Products Expo in Hainan, telling the story of Italy's natural wonders, artistic heritage and manufacturing prowess, together with 75 Altagamma Members.

Milan, April 13, 2023 - **Fondazione Altagamma**, which has represented Italy's leading Cultural and Creative Enterprises since 1992, has teamed up with ITA, the Italian Trade Agency, in the Italian hall at the third **China International Consumer Products Expo** taking place from **April 11th to 15th, 2023 on Hainan Island**. Italy, as Guest Country of Honour, is bringing more than 100 brands and a delegation led by the **Undersecretary for Foreign Affairs, Maria Tripodi**. In recent years the consumer-oriented event has established itself as an important global platform for high-end products, thanks in part to the special status of Hainan Island, with its particularly advantageous trade policies.

*"Altagamma is honored to accompany our country's leading brands in the Italian Hall in the Hainan Expo, showcasing Italy's artistic and cultural heritage, unique landscapes, and renowned craftsmanship, manufacturing, food and wine," commented **Stefania Lazzaroni, General Manager of Altagamma**. "In collaboration with ITA, we are paying tribute to the beauty of Italy - from its landscapes and landmarks to its craftsmanship and manufacturing - with an iconic installation designed by Davide Rampello that also showcases the best-known products Made in Italy. These superlative quality goods are much loved in China, which represents a key target market, worth about 60 billion euros. The market has doubled in just three years thanks to Chinese consumers, who now lead the way in global luxury spending."*

Thanks to its partnership with the **Ministry of Foreign Affairs and International Cooperation (MAECI)** and the **Italian Trade Agency (ITA)**, **Altagamma**, together with Rampello&Partners, will be presenting the **video installation 'Panorama'**: a 360-degree exploration of the beauty of Italy created for Expo2015, and later successfully exported to several cities around the world, including New York and Shanghai.

The exterior of the cubic structure that houses the Panorama installation consists of ledwalls that illustrate the story, philosophy and products of the 75 Altagamma brands involved in the **Altagamma WeChat MiniProgram**, the initiative launched by the Foundation in 2022, again in collaboration with ITA, to promote Italian excellence and the country's top brands to young Chinese consumers. Some screens will be dedicated to specific sectors of Italian manufacturing - with input from Camera Nazionale della Moda Italiana (the National Chamber for Italian Fashion), Salone del Mobile.Milano and Italy's Motor Valley, among others.

*"The 'Panorama' digital installation by ITA and Altagamma at the 2023 China International Consumer Products Expo in Hainan is an engaging fusion of cutting-edge technology and Italian craftsmanship that takes viewers on a fascinating tour of the world of Italian excellence," said **Gianpaolo Bruno, Trade Commissioner of ITA's Beijing office and Coordinator of the ITA offices in China and Mongolia**. "From breathtaking landscapes to the most intricate details of Italian products, 'Panorama' is a virtual journey that captures the essence of Italy's rich cultural heritage and unparalleled manufacturing expertise. It is an immersive showcase that invites Chinese visitors to experience the unique appeal of the Italian lifestyle, and the art and innovation the country is renowned for, a chance to admire and be inspired by Italy's timeless beauty and inimitable style."*

The structure that plays host to Panorama is also available to Altagamma Members for promotional events, product presentations and other initiatives.

PANORAMA: A TOUR OF THE BEAUTY OF ITALY

Produced with Rampello&Partners, Panorama is an immersive 13 minute video that takes viewers on a tour of Italy's wonders, from a bird's eye view of the Colosseum to a look at 250 of the greatest masterpieces in

Italy's museums, from Raphael to Leonardo, Giotto and Botticelli. The high definition used conveys the finest details of Italian jewelry and craftsmanship, and takes us through centuries-old vineyards and alongside the world's most famous catwalks. Not to mention the thrill of the racetrack and the tempting images of Italy's culinary delights, all set to music written by the greatest composers in the country's musical history. To produce 'Panorama', an exclusive Grand Tour was organized, documenting more than 200 locations throughout Italy: museums, theaters, squares, companies, buildings, natural landscapes and more, all bearing witness to Italian excellence.

THE ALTAGAMMA WECHAT MINIPROGRAM

Launched in October 2022 in collaboration with ITA, the Altagama WeChat Mini Program, created to promote Italian excellence, runs on the most popular messaging platform in the People's Republic of China. The Mini Program is based on a graphic concept that combines the Altagama brands and Italy's cultural icons and landmarks, representing the Beautiful, the Good and the Well-made. With a highly engaging, intuitive interface, it enables users to access specially created brand pages curated by the 75 companies, as well as informational content constantly updated by Altagama and the companies themselves. The engagement mechanism leverages the active involvement of the user, who can save and share content on his or her personal page. It also features an incentive program: interaction is rewarded by unlocking products and experiences provided by the companies featured.

FONDAZIONE ALTAGAMMA

Founded in 1992, Altagama gathers the leading companies in Italy's high end cultural and creative industries, global ambassadors of the country's excellences, lifestyle and unique identity. Standing out for its transversal approach, Altagama represents 113 brands in seven industries: fashion, design, jewelry, food, hospitality, automotive and yachts. Altagama's mission is to contribute to the growth and competitiveness of Italy's cultural and creative sector, thus also boosting the country's economy. The high end sector in Italy is worth around 144 billion euros, 7.4% of GDP. Counting its supply chains too, this figure stands at 18.4%. Around 50% of its turnover comes from exports. Directly and indirectly, the sector employs 1,922,000 people, 8.2% of the Italian workforce. www.altagama.it

THE ALTAGAMMA MEMBERS

FASHION: Alberta Ferretti, Bottega Veneta, Brioni, Brunello Cucinelli, Corneliani, Dolce&Gabbana, Etro, Fedeli Cashmere, Fendi, Ferragamo, Gucci, Herno, Isaia, Kiton, Loro Piana, Max Mara, Missoni, Moncler, Piacenza Cashmere, Prada, Pucci, René Caovilla, Sergio Rossi, Stone Island, Tod's, Valentino, Versace, Zegna. **DESIGN:** Alessi, Alias, Artemide, B&B Italia, Bisazza, Boffi, Davide Groppi, Driade, Fantini, Florim, FontanaArte, Frette, Gessi, Ginori 1735, Giorgetti, Kartell, Living Divani, Moroso, Poltrona Frau, Porro, Riva 1920, Valcucine, Zanotta. **HOSPITALITY:** L'Albereta, L'Andana, Bellevue Syrene, Capri Palace, Helvetia & Bristol Firenze – Starhotels Collezione, Hotel de Russie - a Rocco Forte Hotel, Hotel Eden, Hotel Il Pellicano, Hotel Principe di Savoia Dorchester Collection, Lefay Resort & SPA Lago di Garda, Lungarno Collection, Maseria San Domenico, San Maurizio 1619, Splendido - a Belmond Hotel Portofino, The Gritti Palace, Verdura Resort, Villa d'Este. **FOOD:** Acquerello, Agrimontana, Allegrini, Baratti&Milano, Bellavista, Bertani, Biondi Santi, Ca' del Bosco, Calvisius Caviar, Campari, Domori, Ferrari Trento, Feudi di San Gregorio, Frescobaldi, illycaffè, Livio Felluga, Masi, Mastrojanni, Nonino, Ornellaia, Pio Cesare, S.Pellegrino, Segnana, Tenuta Luce. **AUTOMOTIVE:** Alfa Romeo, Dainese, Ducati, Ferrari, Lamborghini, Maserati, Pagani. **YACHT-BUILDING:** Amico&Co, Benetti, Cantieri Navali del Mediterraneo, Riva Yacht. **JEWELRY:** Buccellati, Bulgari, Pomellato, Vhernier. **OTHER SECTORS:** Acqua di Parma, Aurora, Davines, Manifatture Sigaro Toscano, Skira, Technogym.

ALTAGAMMA'S PARTNERS

Accenture, American Express, Bain & Company, Borsa Italiana, Boston Consulting Group, Camera Nazionale della Moda Italiana, Contactlab, Global Blue, Hearst Magazines Italia, Key2People, Jakala, J.P. Morgan, McArthurGlen, McKinsey & Company, Mediobanca, Pirelli, Rinascente, SDA Bocconi, SIB - Società Italiana Brevetti, Tamburi Investment Partners, Value Retail, Withers, Yoox Net-A-Porter Group, Zurich.

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