



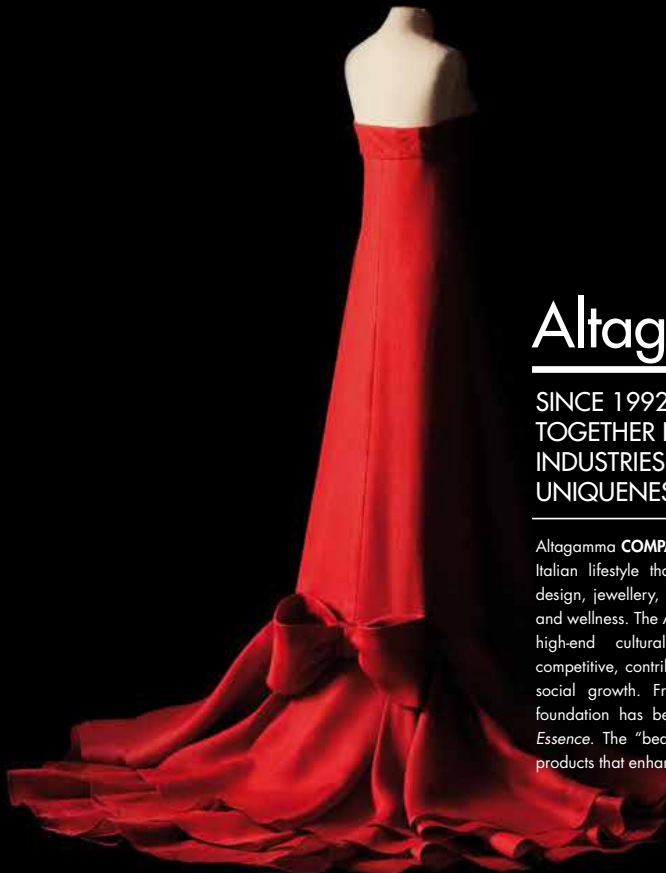
FOND AZIONE ALTA- GAMMA



ALTAGAMMA
CREATIVITÀ E CULTURA ITALIANA

CULT
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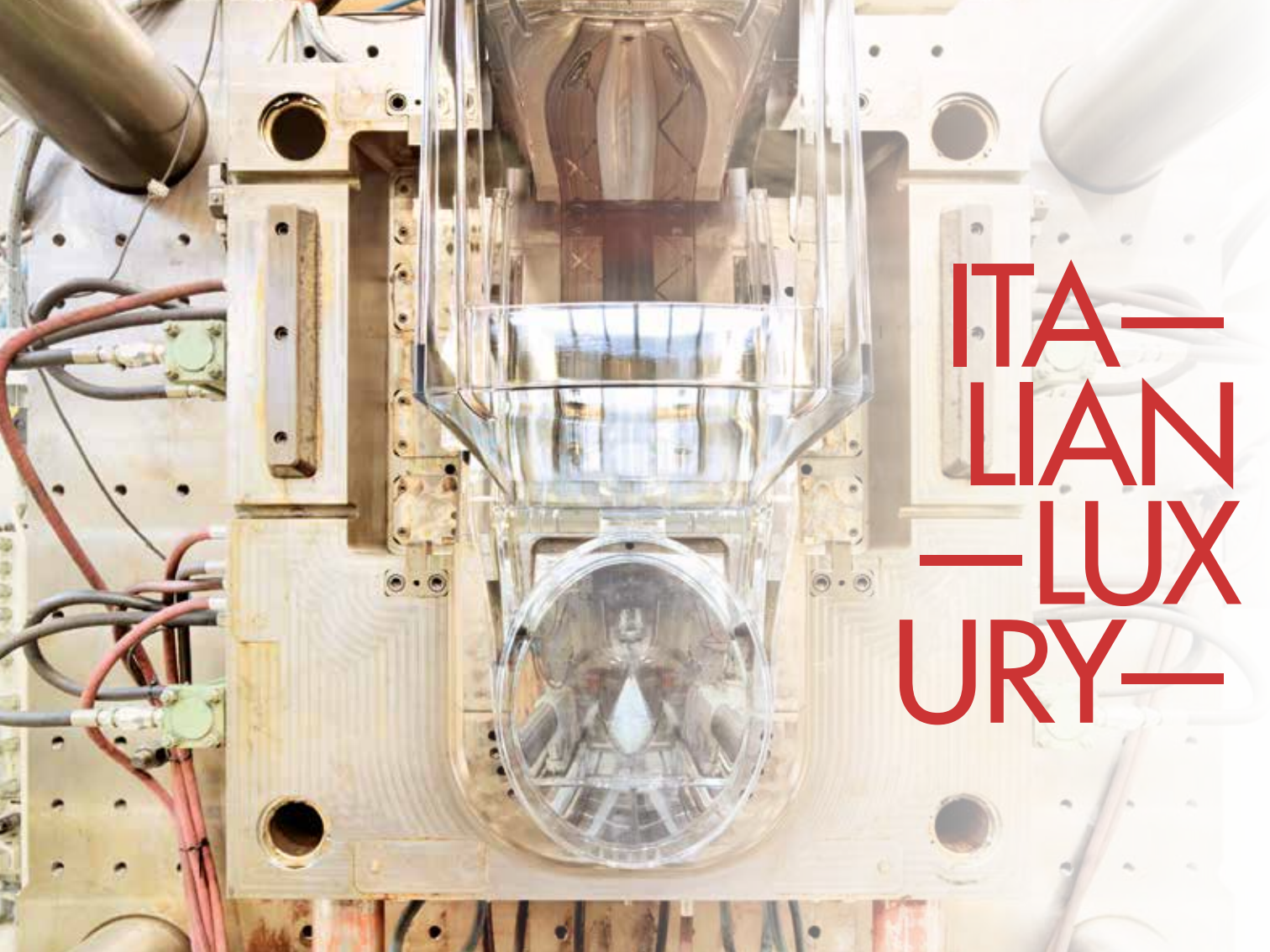


Altagamma Foundation

SINCE 1992 THE ALTAGAMMA FOUNDATION HAS BEEN BRINGING TOGETHER ITALY'S PREMIERE CULTURAL AND CREATIVE INDUSTRIES, BUSINESSES THAT PROMOTE ITALIAN EXCELLENCE, UNIQUENESS AND LIFESTYLE IN THE WORLD.

Altagamma **COMPANIES** are global ambassadors of the Italian lifestyle that operate in the fields of fashion, design, jewellery, food, hospitality, automobiles, yachts and wellness. The Altagamma **MISSION** is to make Italy's high-end cultural and creative industries more competitive, contributing to the country's economic and social growth. From the time it was founded, the foundation has been promoting *Italian Contemporary Essence*. The "beautiful, high quality and well-crafted" products that enhance this essence are symbolised by the

Altagamma logo, the *Ycosaedron vacuus*, which Leonardo da Vinci designed for the *De divina proportione* treatise by Luca Pacioli, in which the artist and the mathematician defined the rules for creating things of beauty. Since 2017 the **HEADQUARTERS** of Fondazione Altagamma are located in Via Montenapoleone 9, in Milan, a city that has been a catalyst for the development of innovative enterprise throughout Italy, for decades.



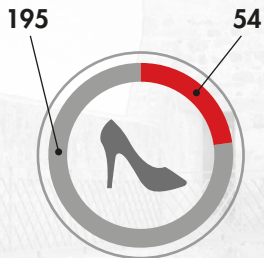
ITA—
LIAN
—LUX
URY—

Italian Luxury

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

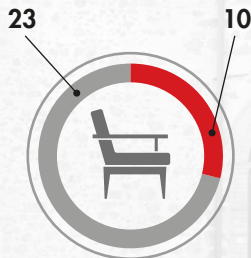
Total worldwide consumption of luxury goods: 1.042 billion euro
Market share of Italian brands: 9%

Source: Fondazione Altagama / Bain&Company, estimates 2016



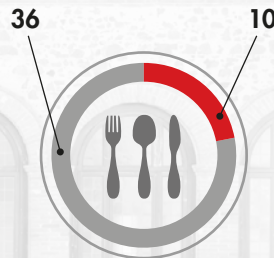
PERSONAL LUXURY GOODS

(Billion Euros)
Share of Italian Brands: 22%



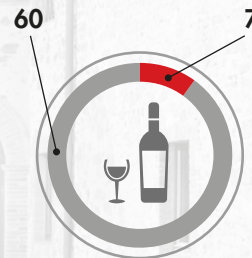
DESIGN FURNITURE

(Billion Euros)
Share of Italian Brands: 33%



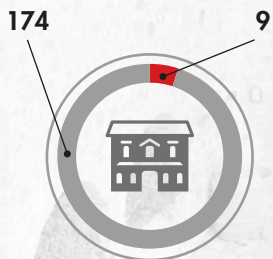
FOOD & BEVERAGE

(Billion Euros)
Share of Italian Brands: 22%



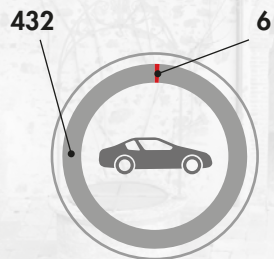
WINES & LIQUORS

(Billion Euros)
Share of Italian Brands: 10%



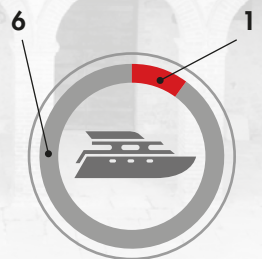
HOSPITALITY

(Billion Euros)
Share of Italian Brands: 5%



CARS

(Billion Euros)
Share of Italian Brands: 1%



YACHTS

(Billion Euros)
Share of Italian Brands: 9%

Rest of the World Brands
Italian Brands

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

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

Altgamma 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 Altgamma Foundation.
- **BOATING MARKET INSIGHT:**
global recreational boating market, with **DELOITTE**



INSTITUTIONAL RELATIONS

Altagama 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 Altagama 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, Altagama continues to work with institutions to reduce duties and non-tariff barriers and to combat parallel imports.

ECCIA: Altagama 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 *Altagama*, 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

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

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

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

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

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. In 2016 the Foundation signed a

partnership with the Italian Ministry of Education, University and Research, aimed to create the first experimental School of the Italian Know-How. The project aims to train professionals in the competitive environment of Industry 4.0, contributing to ease the problem of the youth unemployment in Italy.



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	Other segments		
luxury contribution to Italian economy and society	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



Altagamma Italian Experiences

by IC Bellagio

ALTAGAMMA ITALIAN EXPERIENCES

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, handicraft 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.altagammaitalianexperiences.com



PANORAMA: AN IMMERSION INTO THE ITALIAN BEAUTY

In occasion of EXPO2015, Altagamma 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 – including fashion, design and food – is well established in the savoir-faire and cultural heritage that Italy has created over 3000 years of history. Panorama is the result of an unprecedented collaboration among the Ministry of Economic Development, the Italian Trade Agency, SIMEST, the City of Milan, the Milan Chamber of Commerce, Fondazione Altagamma, Camera

Nazionale della Moda Italiana, Salone del Mobile Milano, in collaboration with the Ministry of Cultural Heritage and Activities and patronized by EXPO2015. 230.000 people in 5 months enjoyed the video-installation, including more than 30 institutional and commercial delegations from all around the world. From June 25th through July 27th, more than 16.000 New Yorkers and tourists alike have had the opportunity to experience Panorama at Grand Central Terminal. In November 2016, Panorama opened at the Shanghai Exhibition Center during the local edition of the Salone Mobile.Milano.

www.panoramaitaly.org





NAUTICA ITALIANA ASSOCIATION

In September 2015 the best of Italian Nautical sector is gathered in a new association, Nautica Italiana, affiliated with Fondazione Altgamma 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 — Industry, Services and Territories — to draw up a

strategy for the development of the nautical industry, thus fostering system-wide growth both in Italy and internationally. 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 www.nauticaitaliana.net.



**PREMIO
GIOVANI
IMPRESE**

believing
in the future

EMERGING BRANDS AWARD


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.





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2013 LARTE

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 Altagama 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 ALTAGAMMA ITALIAN CONTEMPORARY EXCELLENCE EXHIBITION

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

The Altgamma Foundation is involved in a project to promote manual labour, *"Il successo nelle mani"* ("Success in your hands"). 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 Altgamma 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)

In 2009 Altgamma 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

Chairman Andrea Illy

Deputy Chairpersons Armando Branchini
Giuseppe Fontana
Matteo Lunelli
Claudio Luti
Laudomia Pucci
Lamberto Tacoli
Paolo Zegna

Founder Chairman Santo Versace

Honorary Chairman Leonardo Ferragamo

Members of the Board Stefano Agostini
Nerio Alessandri
Stefano Alessi
Carlo Alberto Beretta
Rossella Bisazza
Francesca Bortolotto Possati
Fabio Boschi
Maria Cristina Buccellati
Brunello Cucinelli
Claudio Domenicali
Giovanni Geddes da Filicaja
Aldo Melpignano
Carmen Moretti
Giuseppe Prezioso
Dario Rinero
Gabriella Scarpa

General Director Stefania Lazzaroni

Events Elena Besana

**Organization
and Administration** Anna Maria Caimi

**Communication
and Press Office** Edoardo Carloni

Executive Assistant Gemma Ranzani



ALTAGAMMA
CREATIVITÀ E CULTURA ITALIANA



ALTAGAMMA MEMBERSHIP

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.

MEMBERS

FASHION	DESIGN FURNITURE	HOSPITALITY	FOOD & WINES	CARS & MOTORBIKES	YACHTS	JEWELS & HARD LUXURY	OTHERS
Agnona	Alessi	Albereta	Agrimontana	Alfa Romeo	Amico&Co	Aurora	Acqua di Parma
Alberta Ferretti	Alias	Andana	Allegrini	Ducati	Arcadia Yachts	Buccellati	Manifatture Sigaro Toscano
Bottega Veneta	Artemide	Bauer	Baratti & Milano	Ferrari	Baglietto	Bulgari	Moleskine
Brioni	B&B Italia	Bellevue Syrene	Bellavista	Maserati	Benetti	Chantecler	Skira
Brunello Cucinelli	Bisazza	Belmond Hotel Splendido	Biondi Santi		Cantiere delle Marche	Vhernier	Technogym
Corneliani	Boffi	Bulgari	Ca del Bosco		Cantieri Navali del Mediterraneo		
Emilio Pucci	Danese	Capri Palace	Calvisius		Perini Navi		
Ermenegildo Zegna	Driade	De Russie	Cantine Ferrari		Riva		
Etro	Fantini	Hotel Cristallo	Domori				
Fedeli Cashmere	FontanaArte	Lungarno	Feudi di San Gregorio				
Fendi	Frette	Masseria San Domenico	illycaffè				
Gucci	Kartell	Principe di Savoia	Livio Felluga				
Herno	Living Divani	San Maurizio 1619	Luce della Vite				
Isaia	Moroso	TownHouse Galleria	Masi Agricola				
Loro Piana	Poltrona Frau	Verdura Resort	Mastrojanni				
Max Mara	Porro	Villa d'Este	Nonino				
Rene Caovilla	Zanotta		Ornellaia				
Salvatore Ferragamo			San Pellegrino				
Sergio Rossi			Segnana				
Stone Island							
Tod's							
Valentino							
Versace							

PARTNER

Bain&Company
BCG – Boston Consulting Group
Fiera Milano
Global Blue
La Rinascente
McArthur Glen

McKinsey & Company
Pirelli
Robilant & Associati S.p.A.
SACE
SDA BOCCONI
Società Italiana Brevetti

SIMEST
Unicredit
Value Retail
Yoox NaP

HONORARY MEMBERS

INTERNATIONALS

Al Ostoura, Kuwait
Al Rubaiyat, Saudi Arabia
Al Tayer Group, EAU
American Express Company, USA
Associazione Dimore
Storiche Italiane, Italy
Babochka, Russia
Banyan Tree Group, Singapore
Barneys New York, USA
Bergdorf Goodman, USA
Beymen Holding, Turkey
Bloomingdale, USA
Bosco Di Cillegi, Russia
Brunschwig, Switzerland
Carluccio's, GB
Carouzou, Greece
Central Department Store, Thailand
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, Germany
Daimaru, Japan
David Jones, Australia
Deloudis, Greece
El Corte Ingles, Spain
Euro Food, GB
Fashion Club 70, Belgium
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, Brazil
Imaco, Russia
Imaginex Holdings, Hong Kong
Inform Interiors, Canada
Interdesign, Chile
Interior Design Magazine, USA
Isetan, Japan
Jamilco Zao, Russia
Jhsf, Brazil
Kadewe, Germany
Kafea, Greece
Kenzo Tange Associates, Japan
Kurt Geiger, GB
La Galerie Semaan, Lebanon
Le Bon Marché, France
Li&fung, Hong Kong
Lotte Dept. Store, South Korea
Louis Boston, USA
Lumina Aydinlatma, Turkey
Luminaire, USA
Mafatal Luxury, India
Mahagaya Perdana, Indonesia
Melium, Malaysia
Mercury Distribution, Russia
Meubles Et Fonctions, France
Ministry Of Commerce And Industry, India
Mitchells/richards, USA
Mitsui, Japan
Mitsukoshi, Japan
Mohit Diamonds, India
Neiman Marcus, USA
Nordstrom, USA
Ogaan Publications, India
Oger, Holland
Paris Gallery, EAU
Peek&cloppenburg, Germany

Printemps, France
Rainbow Group, Macao
Rsh, Singapore
Royal College Of Art, GB
Rustan Group, Philippines
Saks Fifth Avenue, USA
Sanki Shoji, Japan
Santa Eulalia, Spain
Sanyo Shokai, Japan
Sarika Rodrik, Chile
Selfridges, GB
Space Furniture, Australia
Sun Motoyama, Japan
Takashimaya, Japan
Tate Modern, GB
Tange, Japan
The Hour Glass, Singapore
The Link, Singapore
The Oberoi Group, India
The Wadia Group, India
Tianhong, China
Tony Salame Group, Lebanon
Uae Trading Establishment, EAU
Verve, India
Villa Moda, Kuwait
Visa International, USA
Weinland Ariane Abayan, Germany
Yamagiwa, Japan

ITALIAN AMBASSADORS

Massimiliano Alaïmo
Mario Bellini
Andrea Berton
Massimo Bottura
Antonio Citterio
Michele De Lucchi
Gillo Dorfles

Massimiliano Fuksas
Gillo Dorfles
Massimiliano Fuksas
Ludovico Einaudi
Giochetto Giugiaro
Piero Lissoni
Gualtiero Marchesi
Alessandro Mendini
Davide Oldani
Mario Pedal
Michelangelo Pistoletto
Stefano Righini
Niko Romito
Davide Scabin
Franca Sozzani

ITALGAMMA TERRITORIES

Associazione MonteNapoleone
Consorzio Cortina Turismo
Consorzio Costa Smeralda
Fondazione Capri

CULTURAL INSTITUTIONS

La Biennale di Venezia
La Triennale di Milano
MAXXI
Teatro Alla Scala