



PRESS NOTE

OLIVETTI CO-SPONSORS THE “I GRANDI VENETI DA PISANELLO A TIZIANO DA TINTORETTO A TIEPOLO” [THE GREAT PAINTERS OF VENETO, FROM PISANELLO TO TIZIANO, FROM TINTORETTO TO TIEPOLO] EXHIBITION - ROME, CHIOSTRO DEL BRAMANTE, OCTOBER 14, 2010 – JANUARY 30, 2011

ART AND TECHNOLOGY: THE CONNECTION BETWEEN VENETIAN PAINTINGS FROM THE 15TH TO THE 18TH CENTURY AND THE HISTORICAL ITALIAN COMPANY

Olivetti, a Telecom Italia Group company, is the main sponsor of the “I Grandi Veneti” [Great Painters from Veneto], from Pisanello to Tiziano, from Tintoretto to Tiepolo exhibition that will be held in Rome in the beautiful setting of the Bramante Cloister from October 14, 2010 to January 30, 2011.

In the finest tradition of the Ivrea-based company, with this initiative Olivetti once again celebrates art, as an element of social enrichment and of cultural growth for the individual.

Throughout its history, Olivetti has conducted many initiatives of great artistic interest that include the organization of major exhibitions and cultural events and the restoration of frescoes for whose conservation the company contributed also by supplying equipment and information technology.

Olivetti’s initiatives in the art world have never been limited solely to financial contributions, but encompassed ideas, culture, design, technological know-how and organizational capacities that, combined, can truly make an impact on our artistic heritage. In fact, it is thanks to Olivetti that along the course of the exhibition visitors will be provided with extensive information on the works on display that were for the most part restored by the Bergamo Restorers’ Association, under the scientific management of Bergamo’s Accademia Carrara di Bergamo and the Soprintendenza di Brera. Images of the works in the various stages of restoration may be easily viewed on the Olivetti S1300 Netbooks made available to the public in the museum’s rooms.

With the “I Grandi Veneti” exhibition, Olivetti continues on its course between tradition and innovation, favoring integration between the arts and industry, aesthetic and technological values, the past and the future.

Olivetti (100% Telecom Italia SpA) operates on the ICT market. Thanks to its wide range of leading-edge HW and SW products, it is a Solution Provider that offers solutions capable of automating corporate processes and activities for small and medium businesses, large businesses and vertical markets. Olivetti is present in over 50 countries, especially in Europe, the Far East and Latin America.

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