



PRESS RELEASE

TELECOM ITALIA AT THE 13th INTERNATIONAL ARCHITECTURE EXHIBITION – VENICE BIENNALE

Venice, 27 August 2012

Telecom Italia is at the 13th International Architecture Exhibition, this year titled “Common Ground”, which runs at the Venice Biennale from 29 August to 25 November 2012.

As in previous years, Telecom Italia is supplying its technologies to the Exhibition.

This year, Telecom Italia is also offering websurfers an exclusive sneak preview of the Exhibition with an inaugural online “Web Private View”, at www.biennalearchitettura.telecomitalia.com.

Viewers will be able to chat live with the President of the Venice Biennale, Paolo Baratta, and with the Director of the Exhibition, David Chipperfield. More information on www.telecomitalia.com

In addition to this virtual event, Telecom Italia has created a mini-site to showcase all of the exhibition’s stars, featuring a series of *ad hoc* interviews with architects and the most exciting installations.

Lastly, Telecom Italia will be providing behind-the-scenes coverage of the opening on the social networks, making this year’s Exhibition a truly collective event.

The Telecom Italia Group today provides infrastructure and technology platforms over which voice and data are transformed into advanced telecommunications services and leading-edge ICT and media solutions: tools for the company’s and indeed the entire nation’s growth.

The Group trades through its principal brands Telecom Italia, TIM, La7, MTV Italia, and Olivetti, which are icons familiar to consumers and a guarantee of reliability and competency.

A customer-centric focus and technological innovation guide the Group, which benefits from an agile structure built on the foundations of high quality service, simple-to-understand products and services, a focus on contact with customers, and ongoing research at TILab laboratories.

Telecom Italia’s domestic leadership is backed up by a significant international presence on the major South American market through Tim Brasil and Telecom Argentina, which account for 34% of Group revenues.

**Telecom Italia
Press Office**

+39 06 3688 2610

<http://www.telecomitalia.com/media>