

Bolzano, 16th December 2019

Closer and closer to the world of art and to young talents. This is why “Premio Wide Art” - the prize for emerging artists was created by the Italian insurance brokerage firm Wide Group for the 44th edition of Arte Fiera (January 24th-26th, organized by BolognaFiere in the pavilions 18-15). The philosophy of the prize wants to follow the identity of the company itself. Wide Group in fact is composed not only by experienced (read “old”) brokers but also by many professionals under 40. A team of young innovators who are revolutionising the Italian insurance field thanks to a high-tech insurtech project.

Wide Group’s “Premio Wide Art”, in its first edition with ArteFiera, is for any artwork in the fair, as there are no medium or content limitations, but with a preference for art created by the latest generations. It will be given to the work that best represents the concept of “interaction of forms, color and space”. That same interaction that one can find among the people who collaborate every day in Wide Group, which is what makes the company a team and an inspiring context.

This last concept exemplifies the history and the objectives of the company: professionals with different expertise and background, coming together to offer their clients the best experience in the insurance consultancy. It is an ambitious project and for professionals that aren’t afraid of risking, but it has started with solid and clear ideas: revolutionizing the role of the insurance broker through processes, using technological innovation and having always an eye on excellence in the service. Innovation and technology as a support, but at the center the man, who can freely express values, passions, feelings and last but not least making art.

The award ceremony will be at 16.00 on Friday, January 24th in the Area Talk of the exhibition. The winning artwork will be bought by Wide Group and will become part of the private collection of the company with the aim to create, with time, an artistic patrimony.

Panel of judges

Luca Morazzoni, *Managing Partner Wide Group*

Chiara Bertola, *critic and curator*

Pier Paolo Pancotto, *historian and independent art critic*

Ludovico Pratesi, *curator and art critic*

The collaboration with Arte Fiera and the setting up of “Premio Wide Art” are part of the “Wide Art” project. Thanks to its strong expertise in the fine art and in the luxury field Wide Group has created and supported a series of initiatives that aim at promoting visual art. Wide Art does not want to be a “cultural” input, though: it wants to focus the attention on art as a way to live everyday, art as a tool for passion and innovation for every person, Wide Group’s collaborators included.

CONTATTI

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