

PRESS RELEASE

BPER Banca supports ARTEFIERA and is a partner of the Guided Tours and Book Talk section

Bologna, 12 May 2022

BPER Banca is supporting the 45th edition of ARTEFIERA, one of the most eagerly awaited national trade fairs, which will welcome visitors to its exhibition spaces at Bologna Fiere from 13 to 15 May.

Once again at ARTEFIERA, BPER holds true to its *#labancachesaleggere* vocation of promoting not only the dissemination of culture, but also reading and interpreting reality, by choosing to be a partner in the "Book Talk" section of the trade fair that focuses in particular on art books, from theoretical essays to artist books, including catalogues and monographs. Some of the most interesting recent titles will be the protagonists of a rich programme of presentations involving critics, scholars and artists. Bper's partnership will also extend to guided tours, an indispensable tool to fully appreciate the value of the works of art and to bring the less experienced art-loving public closer to understanding art.

"BPER Banca once again shows its close attention to the most prominent and influential cultural events – comments Eugenio Tangerini, Head of BPER Banca's External Relations. By supporting ARTEFIERA, we contribute to enhancing not only the city of Bologna, which hosts the event, but also the cultural and economic heritage of the whole country. We are convinced that the three-day fair will attract many professionals and enthusiasts. The section we are partnering for is rich in appointments not to be missed".

BPER Banca is actively involved in the cultural and social scene across all regions it operates in, with a particular focus on reading. The Bank supports and sponsors competitions, literary prizes (it is a partner of the Strega Prize), publishing initiatives, educational and events (every year it hosts the "*Incontri con l'autore* (Meet the author)" programme at BPER Banca's Monzani Forum).

The full list of "Book Talk" events can be found at the following link: <https://www.artefiera.it/progetti-speciali/progetti-in-fiera/book-talk/11757.html>

External Relations