

PRESS RELEASE

BPER Banca is lead partner of Arte Fiera

To celebrate the 50th anniversary of the event, the BPER Prize 2024 has been established as a new themed award for inclusivity and the fight against gender violence

Bologna, 1 February 2024

BPER Banca is the lead partner of the 50th edition of Arte Fiera, one of the most eagerly awaited national trade fairs, which will welcome visitors to its exhibition spaces at Bologna Fiere from 2 to 4 February.

This year's edition is being enriched by the newly-established BPER Prize 2024, dedicated to enhancing the focus on female issues. The Prize is part of a journey long undertaken by the Bank to promote inclusivity and the fight against gender violence in combination with the promotion of art and culture. The award-winning art work will be exhibited in BPER's gallery for the artist to continue the exhibition experience once the trade fair is over.

With its support to Arte Fiera, BPER confirms its commitment to art and culture, in the firm belief that they are essential for the growth of the communities and social inclusivity.

The Chair of BPER Banca, Flavia Mazzarella, declared: *"We are proud to be the lead partner of this event and work alongside an institution that shares values that we uphold: ARTEFIERA disseminates and promotes art and culture, and provides visibility to several artists and businesses of our country. With BPER's newly-established Prize, we have the chance to increase citizens' awareness of highly topical social subjects and support the most interesting artists".*

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