

press release
Bologna, 5 February 2026

Hera Group supports Arte Fiera with a new work by Marcello Maloberti, "KOLOSSAL"

The large-scale temporary installation at the entrance of Piazza della Costituzione marks the debut of "Preludio," a new artist commission project by Italy's longest-running art fair.

The Hera Group renews its commitment to contemporary art and culture by supporting Arte Fiera 2026 and presenting "KOLOSSAL," a site-specific work by Marcello Maloberti. The installation will welcome visitors at the fair's entrance in Piazza della Costituzione in Bologna.

The work inaugurates "Preludio", Arte Fiera's new commission programme: an original installation by an important Italian artist positioned at a key access point, conceived as a visual and symbolic threshold, the first image of the visitors' experience. For the 49th edition, titled "Cosa sarà" [What it will be], Maloberti has created a large temporary installation, a fragile, precarious "anti-monument" that redefines urban space and collective memory.

In "KOLOSSAL", a road sign marking entry into the city – a recurring element in the artist's work – is uprooted from its original position and lifted by a crane, suspended between earth and sky. The clods of earth and concrete left exposed reveal its roots, while the structure is transformed into a symbolic gateway, a visionary entrance arch that introduces both the fair and the city. The artwork evokes the history and identity of the city of Bologna, projecting them into a poetic dimension open to the future.

The Hera Group has identified Marcello Maloberti's project as a work of strong expressive impact, combining innovation with a clear sensitivity to its setting, qualities that reflect the multi-utility's commitment to the local communities it serves. Supporting the artwork that welcomes visitors to Arte Fiera 2026 means contributing to the event's growth while creating lasting cultural value for the city, by reinforcing the connection between contemporary art, public space and civic life.

Through its support for this art project, the Hera Group confirms its role as a thoughtful and responsible partner, capable of generating shared value also through culture, by supporting artistic practices that engage with the present and open up new visions for the future.

Hera Group

The Hera Group is one of Italy's leading multi-utility companies, with predominantly public ownership. Established in 2002 through the aggregation of 11 municipal utility companies from the region of Emilia-Romagna, the Group has, over the past twenty years, become the country's main consolidator in the sector, completing more than 50 mergers and acquisitions across its four core business areas: environmental services, water, gas and electricity. Operating throughout Italy and mainly in the North-East of the country, Hera serves more than 300 municipalities, employs over 10,000 people and maintains a balanced portfolio of regulated and free-market activities. It is Italy's leading operator in the environmental services sector by volume of waste treated, the second-largest operator in the integrated water cycle, and the third-largest energy retailer by number of customers, in addition to providing public lighting and telecommunications services. Today, more than 7.5 million citizens, around 13% of the Italian population, use at least one service provided by the Group. With over 200 public shareholders and listed on the Milan Stock Exchange since 2003, Hera has been part of the FTSE MIB index, which includes Italy's 40 leading listed companies, since 2019, and in 2020 it was included in the Europe and World indices of the Dow Jones Sustainability Index. It was among the first companies in Italy to formally state its corporate purpose in its articles of association: "Hera for the Planet, for People and for Prosperity", expressing its commitment to linking industrial growth with the sustainable creation of shared value.

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Hera Group

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