



## UBI BANCA PARTICIPATES IN THE 19<sup>TH</sup> EDITION OF “INVITATION TO THE PALAZZO”

*This year UBI invites the public to take part in fully digital mode, as it offers virtual visits to some of its most significant architectural sites throughout the country.*

Milan, 1<sup>st</sup> October 2020

From 3<sup>rd</sup> to 10<sup>th</sup> October 2020 UBI Banca is taking part in the 19<sup>th</sup> edition of the *Invitation to the Palazzo*, an annual event which explores the architectural and artistic heritage of banks organised by the *Associazione Bancaria Italiana* (ABI – Italian banking Association).

Traditionally dedicated to historical buildings, this year the event is taking place in digital form. UBI Banca is in fact opening its doors to the public virtually on some of its most iconic buildings throughout Italy as it guides visitors through a rich narrative composed of photographs, videos and multimedia content.

Even though the event is held remotely, as with previous editions our guests will be accompanied on their visits. They will be met by digital guides who will include the UBI Art Guides, members of staff who signed up to this cultural appreciation project, now ongoing since 2018, and some senior high school students to attract the interest of the younger generations.

This appointment **from 3<sup>rd</sup> until 10<sup>th</sup> October** is therefore held on the UBI’s website **arte.ubibanca.com** and its social media channel **IG @arteubibanca** dedicated to the Bank’s artistic heritage.

Each day images, videos and animations will be posted and streamed on eight buildings of historical and cultural importance, which include the **Ivan Bruschi Home Museum at Arezzo** and seven of the more important palaces of UBI Banca’s heritage: **Palazzo Pallavicino Mossi in Turin, the historical palaces of Banca Bergamasca and Banca Popolare di Bergamo, Palazzo Martinengo and Villagana in Brescia, the former Hotel Continentale of Milan, Palazzo Albergotti at Arezzo, the historical Palazzo of Cassa di Risparmio di Macerata and the Villino Berlingieri in Naples.**

The same content will also be available on the Italian Banking Association’s social networks and on [www.muvir.eu](http://www.muvir.eu).

This “virtual” visit will also allow you to discover new contents on the UBI Arte website (arte.ubibanca.com) which, because of the limitations imposed by the health emergency, has been renewed and further enriched to give the public the chance to continue to deepen its knowledge of the Bank’s artistic heritage.

For example a new section is available, **Un viaggio in Italia** (a journey in Italy) with links to it from the home page. It focuses on places and collections in cities and towns where the Bank has a greater presence and provides a virtual tour of numerous palaces and shows, with presentations that invite you to see this artistic heritage in a new light.

The e-book **UBI Banca Art Guide** is also available on the website. It is a guide which contains **sixteen proposals for guided walks in sixteen different Italian towns and cities** ranging from Cuneo to Cosenza. The



project is an invitation to regain possession of urban spaces, to discover our architectural and cultural heritage, which is often nearby and little-known, and once again to visit UBI Banca's sites, and its art and its culture, in neighbouring localities.

*Descriptions of the places and artistic heritage that you can visit on the 19<sup>th</sup> edition of "Invitation to the Palazzo" are attached together with links and references for more direct appreciation of the contents.*

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