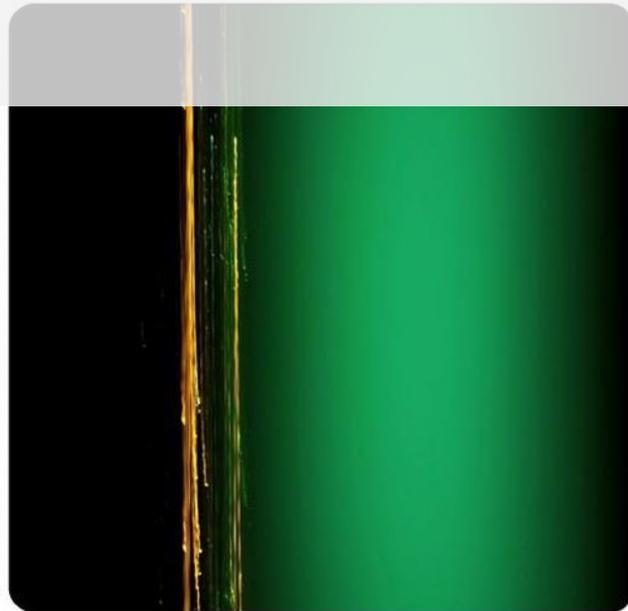
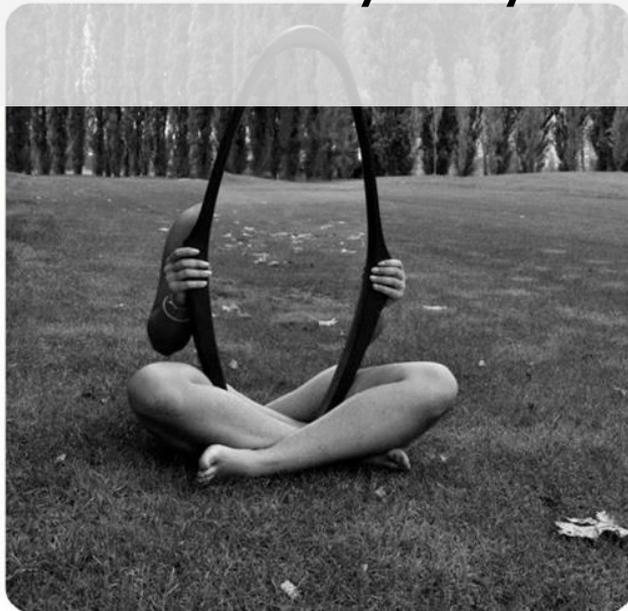




# Mostrami

Art in everyday life





# Who we are?

**Mostrami** is an artistic and cultural project that promotes **young contemporary art** as a driver of social and cultural growth. The aim is to **democratize** and disseminate young art.



The biggest Italian collective of young artists.  
More than 1.000 artists.

Paint Sculpture Photography StreetArt VideoArt



UNG

Make people aware about **ethical values** such as legality, solidarity, social cohesion and respect for the environment.

## Promotion of young contemporary creativity

To spread and democratize young contemporary art through the maximum use of **web technologies** in order to catch and excite new audiences.

BABY



## Our numbers

> 1.000 artists > 25.000 fans > 80 partners



**Mostrami Factory: a huge artistic, cultural and social worksite on an area of 7000 square meters made in collaboration with Fondazione Bracco in the historical premises of the company at Lambrate.**

**A creative forge and a place of sharing and aggregating open to the public during the six-month Expo for its first edition.**

**Our project won the Special Mention of the Prize Culture + Business 2015 in the "Business's Cultural Foundations" category.**

# Factory figures

**5** MostrEvento - **20** exhibitions of partner associations

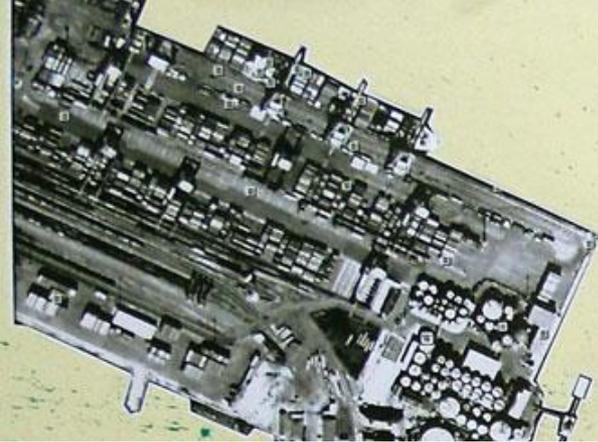
**4** workshops with young artists

**9** shows and theatrical performances - **2** movie nights

**11** concerts - **5** party & Djset

**76** workshops for children - **62** workshops for adult

Over **200 young artists** involved and **20.000 visitors** attended at **Folli 50.0** to meet, participate and immerse into an artistic dimension, in a context of reciprocity and openness.



# For companies

Mostrami is aiming at public and private organizations as a supplier of the following projects and artistic services :

- I. Events & exhibitions
- II. Curatorship & restyling
- III. Courses & workshop
- IV. Business gift



PIAZZA  
CARLO GIULIANI  
GAETANO ALMONDA  
1971



# I. Events & exhibitions

**Totally customized services.** The client company provides a theme related to its philosophy that is developed by our artists and put on place in a small or large event (offline and online), conceived, organized and fully managed by Mostrami.

[Here the exemple of the exhibition at the CDI – Centro Diagnostico Italiano for Fondazione Bracco](#)

## II. Curatorship & restyling

Renting and buying paintings, sculptures, photographic and design works – also on commission - of our artists to **decorate with young art offices and meeting rooms.**

[Here the exemple of the meeting hall of XL Insurance](#)

### III. Courses & workshop

**Courses** in painting, photography and contemporary art for managers and employees, held by our young artists, in order to the develop soft skills but also to create an opportunity for **team building** and **outdoor training**.

[Here the exemple of the course "Arts for Managers" for Wonderware](#)

## IV. Business gift

Sales and special packaging of our young artists works as **original gifts** for special celebrations and company events.



# Our partners

Mostrami got the sponsorship and support of important institutions and private organizations.

Today we work with many different companies: from local to large multinationals.



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**Fondazione Bracco** was founded by the heritage of values developed over more than 85 years of history of the Family and the Bracco Group, with the intention of creating and spreading expressions of culture, art and science. Particular attention is given to the themes of woman and youth, specifically with reference to young people and new forms of artistic expression was born the collaboration with Mostrami.

Together, we have designed and coordinated the huge artistic, cultural and social worksite Mostrami Factory @Folli 50 for the entire period of EXPO: a former industrial space of over 7,000 square meters which included an intense program of exhibitions, performances and workshops, visited by **over 20,000 people**. In December 2015 we built a further project at the **CDI - Italian Diagnostic Center** with the exhibition of the works realized by 12 young artists. **Mostrami** has guaranteed professionalism, creativity, precision in implementing projects and shared activities.

We are very pleased of this relationship, a new exhibition is being finalized for 2016 and we hope that we can successfully continue in the coming years.



## Our references

"**XL Insurance** is a British insurance company that operates in the Italian market since 1999, it works in the TPL, Pollution, Fire, Technological Risks, Professional Lines, Transportation and Fine Art and it is in the field of art insurance that the collaboration with **Mostrami** was born. It has been developed on two fields, over three years. On one side we have asked Mostrami to restyle our offices and we have selected some of the artists of the collective and whose paintings were hung in 3 meeting rooms; on the other side we have organized an event to which we invited our best customers. In this occasion our customers were able to view an exhibition of paintings. Either way , thanks to the skills of **Sandro Agliandolo** the spirit of our brand was well understood and the type of communication that we use with our clients. We are very happy with this experience and we hope that this collaboration will last over the years. "

Francesca Giurato - Specialy Underwriter Manager - XL Insurance



## Our references

Schneider Electric provides integrated technology solutions to optimize energy use. With a unique portfolio of electrical distribution, industrial automation, power and cooling, building management, security and software, Schneider Electric is the only global specialist in the industry. Wonderware is a worldwide leader for managing, viewing and controlling production.

We are a company with a strong engineering component, but **Mostrami** helped us to be less rational and pull out our sleeping creativity with a workshop called "**Arts for Managers**". For a day, we became artists, we had fun, we relaxed, we got back to childhood discovering things about us that our colleagues did not know and sometimes even ourselves. Thanks a lot, it was a wonderful experience that we hope to repeat.

Lorena Gandolfini, Senior Marketing manager EMEA software Business  
Wonderware by Schneider Electric



## Our references

Giovanni Petrini is Principal of **Avanzi**, mentor to **Make a Cube** and incubation program manager of the project funded by Cariplo Foundation, Cultural Innovation, a project to which Mostrami has participated in the first edition.

"**Mostrami** is an excellent example of social enterprise and innovative start-up thanks to the professionalism of the team and it is capable of providing functional and innovative services. Mostrami is not just a partner for the business world, but also for the institutional one and it's able to generate at the same time a social and cultural impact in the world of contemporary art.

Giovanni Petrini, Avanzi - Make a Cube

## Further info

### **Mostrami Srl Impresa Sociale & Innovative Start up**

10.000 Euro paid-up capital

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