

# **Cultural and creative industries and urban development**

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**Management Committee Member**

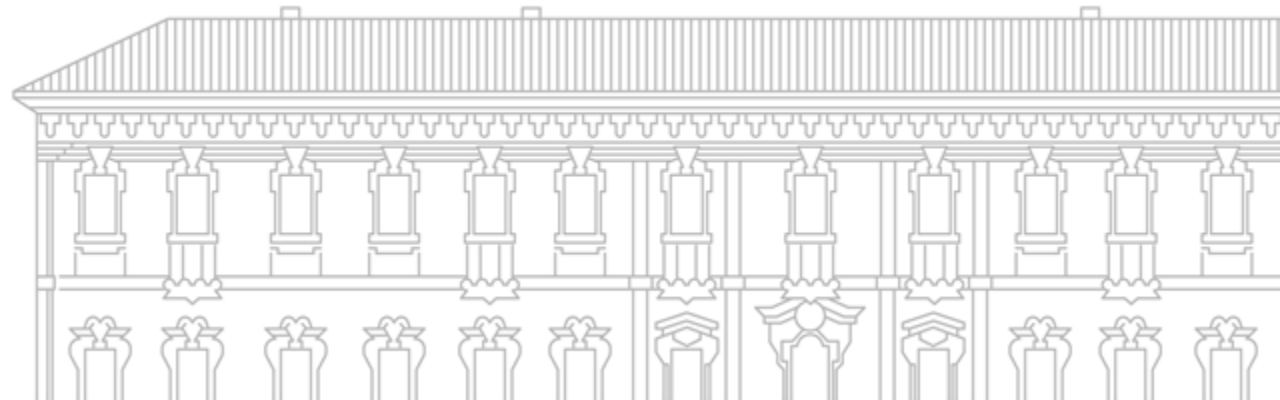
**Fondazione Bracco**

# Fondazione Bracco

## The culture of values and of responsible commitment

Bracco Foundation was born of the heritage of values built up in more than 90 years of history of the Bracco Family and Group, primarily from the corporate social responsibility.

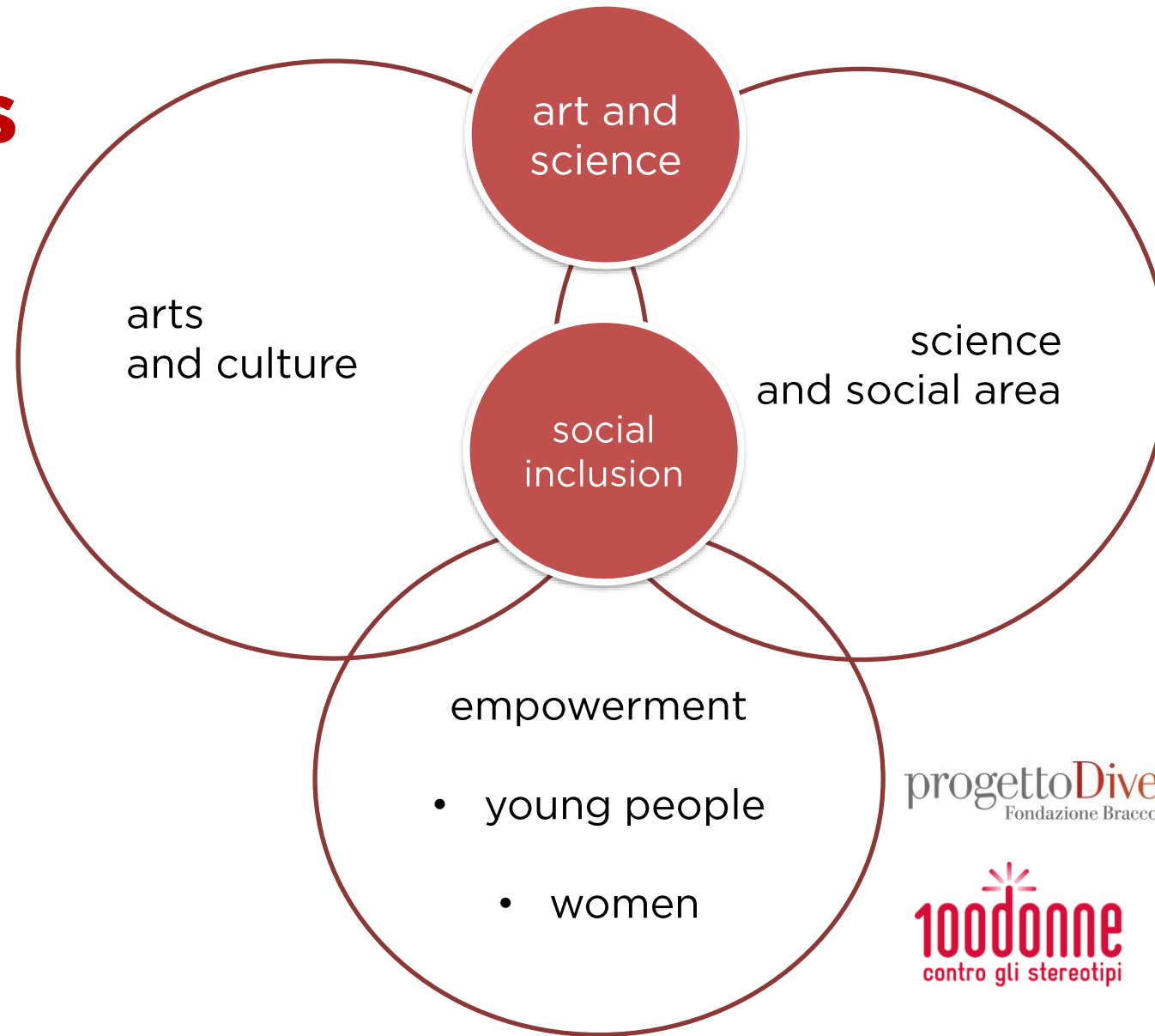
The Foundation aims to create and spread expressions of **culture, art and science** as a means for improving the quality of life and social cohesion with specific attention to the **worlds of women and of the young**.



# About us

## Activities

specific scientific, technological and training content: in figurative art diagnostics applied to the study and renovation of works of art



added value to the community in terms of know-how and scientific contribution, in addition to the philanthropic benefits

progetto **Diventerò**  
Fondazione Bracco per i Giovani

**100donne**  
contro gli stereotipi

## **Case history 1**

**Project for the restoration and  
digitisation of the historical site  
“Snia Viscosa” in Friuli**

# Case History 1 | SPIN & Snia Viscosa

## The industrial restoration

Torviscosa is an example of positive osmosis between industry, the local area and the environment, where 14 years ago the Bracco Group recovered a part of the historic industrial site of SNIA Viscosa dating back to the 1930s in order to house SPIN, one of its most technologically sophisticated production facilities.

Thanks to an enormous amount of work done between August 1999 and March 2002, the Bracco Group succeeded in halting the decline of Torviscosa (Udine) and in preserving its historic chemical manufacturing tradition.



# Case History 1 | SPIN & Snia Viscosa

## The industrial restoration

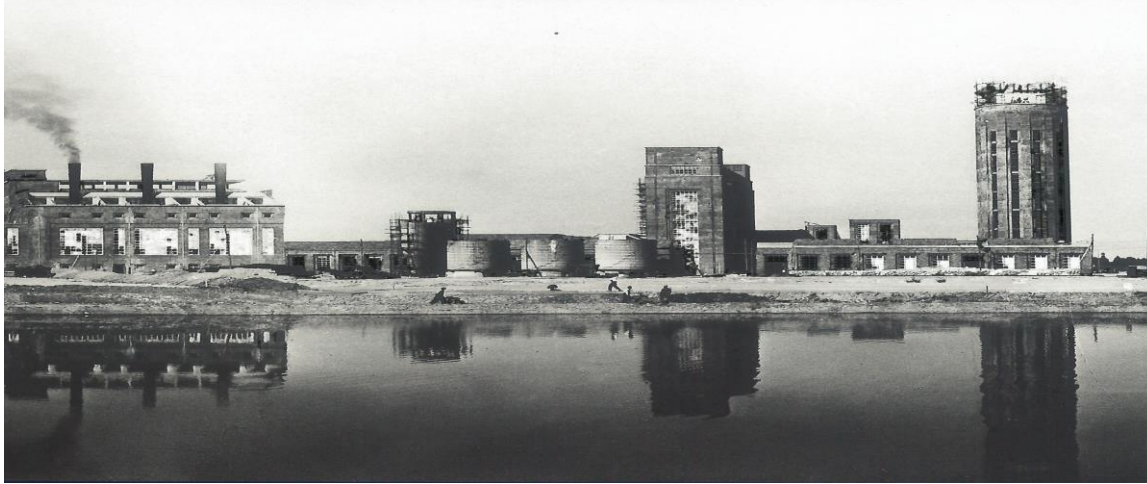
The restoration

- was one of the most successful instances of industrial archaeology ever carried out in Italy
- had the honour of being selected for the **Venice Architecture Biennale**, where it is still on show in the Italian Pavilion as a virtuous example of the relationship between manufacturing companies and their territories.



# Case History 1 | SPIN & Snia Viscosa

## The industrial restoration



1938 – Snia Viscosa

2000 – SPIN (Bracco Group)  
Restoration work



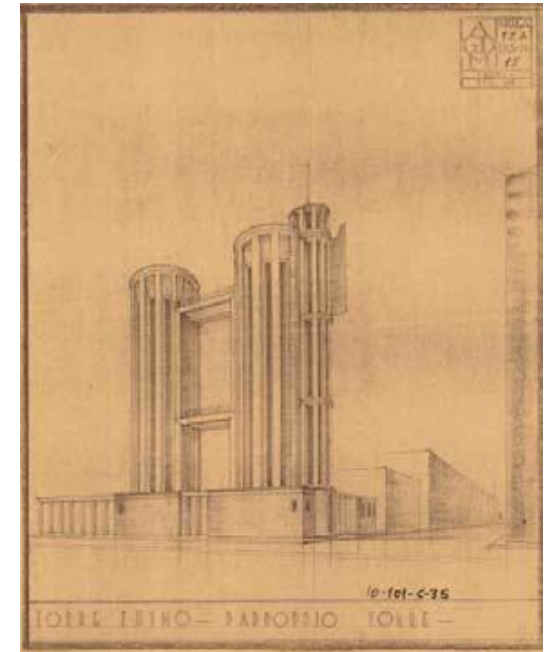
# Case History 1 | SPIN & Snia Viscosa

## The digitalisation

In 2016 the Bracco Foundation and Spin collaborated with the City Council of Torviscosa on the **digitisation of the SNIA Historical Archives**, which represented a milestone in Italian social and economic history.

The impressive archive, now open to the public, consists of more than **2,000 drawings**, **7,700 photographic sheets** and **1,200 negatives** from photographic film.

A "sample" of this heritage was presented in the exhibition "**Labor omnia vincit**".





# Case History 1 | SPIN & Snia Viscosa

## The artistic restoration

The monumental statues by Leone Lodi in front of the entrance to the SPIN establishment in Torviscosa were commissioned by the SNIA from this Lombardy sculptor in 1938 and now, thanks to an intervention by Bracco Foundation in 2017, have a new life.

Bracco Foundation, in collaboration with the Leone Lodi Association published the book “Leone Lodi’s stone creatures”, edited by Chiara Gatti, to offer a new way of discovering in Italy the monumental sculptures by this artist. The book was presented on November 17, 2017 in Milan during Bookcity, and on July 12, 2018 in Torviscosa.



## **Case history 2**

# Beyond the margins

# Case History 2 | Beyond the margins

**BEYOND THE MARGINS – since 2016**  
a project to support the social-economic integration and health care of vulnerable people in **Baranzate**, the municipality with the highest concentration of migrant residents in Italy.

The broad and integrated action of the project is based on the promotion of **two fundamental rights: health and work.**

**KIRIKU – AT INCLUSION SCHOOL – since 2018**  
A multistakeholder project in Baranzate against educational poverty among children 0 - 6 years.



Next step

**“INOLTRE”:  
A NEW VENUE FOR BARANZATE  
FOCUSED ON CULTURE AND INCLUSION**

## **Case history 3**

# Annual conferences on City Suburbs in Italy

# Case History 3 | Annual conferences on City Suburbs in Italy

Aim of the day was to promote awareness and spreading of good practices, starting from the cities of Milan and Palermo, in a dialogue with other national and European experiences.

The aim of this process, started by Bracco Foundation in 2018 and set to continue in other cities with a concrete methodology focused on the exchange of ideas and projects, is to favour not only the circulation of knowledge, but also the implementation of operations.

“Ten, one hundred, a thousand Centres”

2018: Milan (1<sup>st</sup> National Conference)

2019: Palermo (2<sup>nd</sup> National Conference)

2020: Genoa (3<sup>rd</sup> National Conference)



**Thank you!**

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