

## BFF BANK LAUNCHES A NEW PHASE OF ITS PROJECT ON ITALIAN CONTEMPORARY ART

*After "Art Factor", launched in 2021, the bank's collection takes centre stage in a new art book and in an exhibition that will visit New York and Washington in early 2024*

*The book explores the interaction between Italian art and American art in the period from the 1930s to the 1980s, and will be available in Italian bookstores from January 2024, and in the English-speaking markets of the US and Canada from March 2024*

Milan, 13 December 2023 – BFF is delighted to announce the publication of the book "**Italian and American Art - An Interaction - 1930s – 1980s**," which forms part of a larger BFF project geared towards the promotion of Italian contemporary art and culture.

Focusing on the interaction and mutual fascination between Italian art and American art, the book – based around an in-depth essay by Renato Miracco, and with input from the Italian Ambassador to Washington, Mariangela Zappia – draws inspiration from the collection of artworks that the bank has been compiling since the late 1980s.

The initiative comes in the wake of the touring exhibition "*Art Factor – The Pop Legacy in Post-War Italian Art*", staged across Europe over the past two years, which saw a selection of works from the Collection visit the cities of Lisbon, Madrid, Athens, Warsaw and Bratislava, and which in 2024 will continue with a stop-off in Paris, before coming to an end in the museum area being set aside within the bank's new headquarters, currently under construction in Milan.

The new book has been produced to support the American leg of the exhibition, scheduled to be staged in New York in March 2024 and in Washington, D.C., in April and May 2024.

**Renato Miracco**, art historian, critic and curator, states: "*From the outset, the Italian art scene and its American counterpart have been engaged on a "mutual seduction". Starting in 1930, the book reconstructs this great interaction and reciprocal fascination, beginning with futurism and arriving at the various Italian and American art movements of the 1960s, '70s and '80s. I'm sure that this approach, which charts the thread running through the BFF collection, will pave the way for interesting new analyses.*"

**Maria Alicata**, curator of the BFF Collection, states : *“For BFF, art is an integral part of the world of work, as well as the expression of an ability to interact with the wider international context, of which this book is an example. This relationship is put into practice via the intelligent translation of the bank’s message through the cultural filters of a local identity that, like the company itself, is going on a global adventure while remaining steadfastly anchored to its own cultural and geographical roots.”*

**Massimiliano Belingheri**, CEO of BFF Banking Group, states: *“BFF's commitment to the cultural field is the fruit of the group's sense of responsibility towards the community and towards Italy's artistic heritage, and emerges out of the desire to give back to society a part of the value that BFF generates, in line with the group's social and sustainability policies. The richness of these initiatives is a source of inspiration for us. BFF has always recognised art’s capacity to teach everyone all about the importance of imagination, creativity and innovation – crucial tools to be used as part of the effort to foster the growth of individuals, businesses and society as a whole.”*

In 2023, BFF's cultural endeavours were recognised through the institutional patronage of the Italian Ministry of Foreign Affairs and International Cooperation, and the Italian Ministry of Culture.

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The book *“Italian and American Art - An Interaction - 1930s – 1980s”* is published and distributed by *5 Continents Editions*. It will be available in Italian bookshops from January 2024, and in the English-speaking markets of the US and Canada from March 2024.

### **BFF Banking Group**

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Links:

[www.bff.com](http://www.bff.com)

[www.casabff.com](http://www.casabff.com)

[www.art-factor.eu](http://www.art-factor.eu)

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