

ATHENS WELCOMES BFF'S TOURING EXHIBITION "ART FACTOR – THE POP LEGACY IN POST-WAR ITALIAN ART"

From 1st December 2022 to 3rd February 2023, the third leg of the touring exhibition will be hosted in Athens, with a project specially designed for the Italian Cultural Institute.

Athens, 29th November 2022 – **BFF Banking Group** is proud to present the exhibition "**ART FACTOR – The Pop Legacy in Post-War Italian Art**", being staged in **Athens**, at the Italian Cultural Institute, from 1st December 2022 until 3rd February 2023.

This touring exhibition is the second phase of a larger project that was launched by BFF in 2020 with a book of the same name, published by *Skira editore Milan Genève Paris*. All the works illustrated in the book come from a collection of around 250 pieces, which BFF has been putting together since the 1980s and which is permanently on show at BFF's Italian offices in Milan and Rome.

After the success achieved on the first two legs, in Slovakia and Poland, a new selection of works is now on display in Greece, under the patronage of the Italian Cultural Institute in Athens. The initiative will then continue its journey to other European countries where BFF has a presence.

Maria Alicata, the exhibition's curator, commented: "*The ART FACTOR project celebrates Italian Art from the second half of the 20th century, charting Italy's path towards Pop Art through the works of Valerio Adami, Franco Angeli, Enrico Baj, Lucio Del Pezzo, Gianfranco Pardi, Mario Schifano and Emilio Tadini, dating from the mid-1960s onward, and often deployed for purposes of social and cultural activism. As in the case of these artists, the exhibition itself represents the desire to engage pro-actively in a project that benefits society, proving that it is possible to combine an entrepreneurial spirit with a dedication to the arts.*"

Afrodite Oikonomidou, curatorial co-ordinator in Athens, stated: "*Working on this project has been very exciting, a truly enriching experience. A major private company is reinforcing its links to Greece through contemporary art. To do so, it is bringing a collection of works that have helped to write the story of Italian art, and is placing them against a highly representative backdrop, in the form of the Italian Cultural Institute. This is an excellent way to drive forward the dialogue with Greece, on both the professional and cultural levels.*"

Christos Theodossiou, Head of Greece, BFF Banking Group, added: *"We express our heartfelt thanks to all those who have helped bring this exhibition to Athens, bolstering the dialogue between the cultures of Italy and Greece, which has always been marked out by a strong affinity. Over the past five years, BFF has been serving the needs of public-sector suppliers in Greece and supporting its Greek clients through the expertise it has built up over the course of the past thirty years. Today, thanks to art, the Group is complementing this business relationship with a cultural exchange, further strengthening its connection with the country."*

Francesco Neri, Director at the Italian Cultural Institute, stated: *"The Italian Cultural Institute in Athens is delighted to host the latest leg of ART FACTOR. Since its foundation, one of the main tasks of the institute has been to present the creations of Italian contemporary artists to the Greek public. BFF's decision to showcase its art collection in various European cities, and now in Greece, is highly significant for the circulation of knowledge and for the fostering of ever-deeper bilateral relationships, embodying a positive synergy between public and private agencies"*.

The works will be on display **from 1st December, 2022, to 3rd February, 2023**. The exhibition is open to the public **from Monday to Friday, from 10:00 am to 5:00 pm**. Entry is free.

For more information: **www.art-factor.eu**

BFF Banking Group

BFF Banking Group is the largest independent speciality finance provider in Italy and a leading player in Europe for the management and non-recourse factoring of trade receivables owed to suppliers by public-sector organizations; BFF also provides securities, banking and corporate payment services. The group operates in Italy, Croatia, the Czech Republic, France, Greece, Poland, Portugal, Slovakia and Spain. BFF is listed on the Italian Stock Exchange. In 2021 it reported a consolidated Adjusted Net Income of €125.3 million, with a 13.8% Group CET1 ratio at the end of September 2022. www.bff.com

The Italian Institute of Culture in Athens

The Italian Institute of Culture in Athens is the cultural office of the Embassy of Italy in Greece. Its goal is to promote and develop cultural relations between Italy and Greece. The Institute's duties include the promotion of exchanges on the part of Greek bodies, institutions and offices with their Italian counterparts; the curating and staging of cultural events in collaboration with Greek and Italian bodies; and the organization of educational activities and courses. https://iicatene.esteri.it/iic_atene/el/

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