



## Pirelli is the Italy sponsor at the 2024 Frankfurt International Book Fair

Pirelli will be present at the 76th Frankfurt International Book Fair as the sponsor of Italy, the Fair's Guest of Honour, in a pavilion named "Roots in the Future" designed by the studio of the architect Stefano Boeri. One of the world's leading tyre makers, Pirelli roots go back to the 1872 and it has always been distinguished by its capacity for innovation, attention to quality and commitment to research. Protagonists of Italy's entrepreneurial culture, Pirelli will have a space dedicated to the story of the different components of the company's soul: innovation, technology, art, entrepreneurial culture, poly-technique. The space will also host several Pirelli publications, like the editorial projects curated by the Fondazione Pirelli, the catalogues of Pirelli HangarBicocca, the volume covering 50 years of The Cal, the company's Annual Reports.

Pirelli's collaborations with the great names of national and international literature, a constant dialogue between humanistic and scientific knowledge, is also a testament the wealth of material conserved in the company's historical archives and particularly in "**Pirelli. Magazine of information and technique**", the periodical published between 1948-1972 which saw the contributions of, among others, Dino Buzzati, Italo Calvino, Carlo Emilio Gadda, Eugenio Montale, Salvatore Quasimodo, Leonardo Sinisgalli. An exchange which is still current thanks to the collaborations with authors like Emmanuel Carrère, Javier Cercas, Hans Magnus Enzensberger, Adam Greenfield, Lisa Halliday, Javier Marías and John Joseph "J.R." Moehring, who, together with the input of graphic designers and artists, enriched with their writing some recent **volumes of the company annual reports**. In addition, Pirelli publishes the biannual magazine "**World**", born in 1994 as the house organ and which became a place for reflection on and encounter between science, technology, innovation, art economy and customs. The collaboration with great authors and illustrator also via the pages of the different editorial projects curated by the Fondazione Pirelli, the most recent of which "The Workshop of Sport: the team, research, technology, passion and social values", published in 2024 by Marsilio Arte.

Forever committed to supporting cultural endeavours and spreading culture across the land and on the workplace, Pirelli continues a tradition which saw the opening of the first internal library as far back as 1928 and, in 1947, its Cultural Centre. The company today has three libraries for employees: at the Milan headquarters, the Bollate factory and at the Settimo Torinese industrial hub. There are also many other initiatives dedicated to the world of books: from the collaboration with the Campiello Prize to the conception of the initiative for employees like "Words Together – The conversations of the Pirelli Library", up to interviews with writers and personalities of the publishing world. In 2021 the Fondazione Pirelli also created, together with the Il Campiello Foundation, the Junior Campiello Prize, a literary award dedicated to narrative works and poetry for young people, now in its fourth year.

### The Fondazione Pirelli and cultural projects

On the front line of Pirelli's cultural initiatives is the **Fondazione Pirelli**, founded in 2008 with the goal of conserving and promoting the group's historical and contemporary cultural heritage. The Fondazione archives house four kilometres of documents including photographs, audiovisuals, magazines and advertising material enhanced through exhibitions, editorial initiatives, digital projects, guided tours and creative and educational pathways for the young. The Fondazione Pirelli also includes the technological-scientific Library consisting of over 16,000 volumes. Pirelli's commitment to the cultural sphere is attested to by the many collaborations under way with key cultural institutions: in the world of art and history, with the FAI - Fondo Ambiente Italiano and the Fondazione Isec – Istituto per la Storia dell'Età Contemporanea; in the world of theatre, with the Teatro Franco Parenti and Milan's Piccolo Teatro; in the world of music, with the Teatro alla Scala, the Orchestra Sinfonica di Milano Giuseppe Verdi, the Orchestra da Camera Italiana, the Festival MITO SettembreMusica.



FONDAZIONE PIRELLI

## **Pirelli HangarBicocca**

As further evidence of its commitment to promoting culture, Pirelli supports and manages Pirelli HangarBicocca, a reference point for the international art community, as well as for the citizenry and the land. It is a museum that is free, accessible and open, is a place of experimentation, research and the dissemination of art addressing contemporary societal themes. Located in a former industrial building, Pirelli HangarBicocca covers 15,000 square metres, one of the largest horizontal exhibitions spaces in Europe. The exhibition space includes the Shed and the Navate, dedicated to temporary exhibitions, and a permanent work by Anselm Kiefer, the Seven Celestial Palaces 2004-2015, a monumental installation consisting of seven towers in reinforced concrete which has become one of Milan's most iconic art works.