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SEC RELAZIONI PUBBLICHE E ISTITUZIONALI

TESTATA: DANESEMILANO.COM

DATA: 13 DICEMBRE 2012

CLIENTE: FONDAZIONE ALTAGAMMA

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**ALTAGAMMA – ITALIAN CONTEMPORARY EXCELLENCE**

*Wednesday December 12th, 2012*

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From December 13, 2012



Italian companies of excellence and ten famous photographers, a book and an exhibition at the Triennale, Milan. *Fondazione Altagamma* presents a mosaic of pictures to exalt the beautiful, the good and the well-made of Italy.

On its 20th anniversary, *Fondazione Altagamma* presents ALTAGAMMA – ITALIAN CONTEMPORARY EXCELLENCE, a photographic project to recount the values that have enabled the assertion of Italian top of the range in the world, and the relevant companies, through the language of images. The art of knowing how to do and to think, sense of beauty, connection with the territory, culture, ability to excel in the world, talents, craftsmanship and technology, innovation and creativity, style and the art of living – Altagamma's challenge is to represent the values of Italian quality products which have ordained their success.

ALTAGAMMA – ITALIAN CONTEMPORARY EXCELLENCE is a collection of snapshots by a new generation of reporters whose unconditioned, and not didactic, gaze was given the task of giving a new point of view on the excellence of the companies which are part of it. Ten Italian photographers created a mosaic that exalts 'the beautiful, the good and the well-made' of companies through eyes untamed by habit and still able to astonish.

Opening: Wednesday, December 12 – 06:00 pm

Triennale di Milano – viale Alemagna, 6 Milano – Italy